



Ali Al-Bishi

C-Level Strategic Business Growth & Turnaround Leader

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Nationality: Saudi | Location: Khobar, KSA

Why Ali?

- Visionary Strategic Business Growth & Turnaround Leader with 30+ years of experience, transforming stagnant business units into revenue-generating divisions by defining operational strategies, restructuring workforces, enabling digital transformation, and driving service innovation that multiplied revenue, enhanced customer experiences, and positioned them as market leaders.
- Market Expansion Strategist delivered cross-border commercial growth by launching premium European retail brands across Bahrain and Saudi Arabia, capturing untapped demand while consistently achieving multi-branch scalability, regulatory excellence, and sector-wide benchmarks in service quality and operational performance.
- Trusted advisor to boards, executive committees, and regulatory stakeholders for ensuring business decisions are structured for sustainable impact across people, performance, and profit. Successfully scaled a single-branch 300-staff operation into a nationwide HR leader with 5 branches, 3200+ staff, and 12,000+ clients serving Saudi Arabia's high-net-worth segments.

CORE STRENGTHS & ENABLING SKILLS

- Strategic Business Growth
- Cross-Border Market Expansion
- Multi-Branch Operational Leadership
- Marketing Revamp & Brand Repositioning
- Customer Experience & Service Innovation
- Organizational Restructuring
- Revenue Growth Strategy & Profitability
- Human Capital Development Strategy
- Digital Enablement & Service Automation
- P&L Ownership & Financial Oversight
- VIP Client Services
- Board Advisory
- Customer Experience
- Training & Development
- Client Relationship Management

PROFESSIONAL EXPERIENCE

Aljerais Human Resources Company, Khobar, Saudi Arabia

Sep 2025 – Present

Working as Vice President of Operations

- Defining and executing the national operational strategy to expand MKM's corporate workforce, medical staffing, and domestic services across all regions of the Kingdom of Saudi Arabia, ensuring scalable growth aligned with regulatory and market requirements.
- Reviewing, redesigning, and institutionalizing company-wide policies, procedures, and operating guidelines, transitioning the organization from founder-led practices to structured, professional operating standards.
- Reengineering the **end-to-end service lifecycle**, from client acquisition and onboarding through recruitment, deployment, service delivery, and post-service support, to improve efficiency, consistency, and service reliability.
- Driving a comprehensive **customer experience transformation**, embedding service quality benchmarks, SLA governance, escalation models, and structured feedback mechanisms across all customer touchpoints.
- Building and leading a **new professional management and operations team**, recruiting senior leaders, strengthening middle management capabilities, and embedding a performance-led culture aligned with national expansion objectives.
- Establishing enterprise KPIs, dashboards, and reporting mechanisms covering operational performance, service quality, customer satisfaction, and cost efficiency to enable data-driven executive decision-making.
- Ensuring cross-functional alignment between operations, sales, recruitment, finance, legal, and IT to support disciplined execution of growth and transformation initiatives.
- Acting as a trusted advisor to senior leadership and shareholders on organizational design, operational scalability, and long-term value creation.

Key Achievements:

- Opened and operationalized a new modern branch in Khobar, establishing a structured and scalable operating model aligned with corporate, medical, and household service requirements.
- Recruited, built, and onboarded a professional sales organization, covering corporate sales operations and household sales teams, strengthening market penetration, service execution, and commercial performance.

Working as Household Director

- Establishing strategic direction and operational priorities across sales, operations, administration, and marketing while inspiring teams to align with the organizational vision that drives disciplined execution and maximizes operational efficiency.
- Cultivating and sustaining high-value client relationships by engaging with customers as a trusted advisor, proactively anticipating evolving household workforce needs, and customizing domestic staffing solutions that strengthen customer loyalty.
- Operationalizing enterprise-wide compliance frameworks governing the recruitment and deployment lifecycle of domestic personnel while adhering to labor laws and ensuring business continuity.
- Redesigning and enhancing the professionalism of the domestic staff, transitioning from ad hoc placement practices to a structured, performance-led model serving high-net-worth households and VIP clients.
- Leading end-to-end management and governance of employment contracts and service agreements between clients and domestic staff, establishing a transparent, legally compliant, and trust-centric framework that aligns with client service expectations and protects the legal and financial interests of both parties.
- Continuously strengthening administrative governance by digitizing end-to-end workflows, automating compliance checkpoints, and embedding service accountability into every touchpoint, supporting SRACO to scale rapidly without compromising quality.
- Overseeing multi-branch annual budget planning and financial oversight, driving cost optimization strategies that enhanced profit margins while maintaining service quality.

Key Achievements:

- Transformed a stagnant, single-branch business with outdated processes and low-skilled teams into a high-performing operation that achieved exceptional multi-branch growth, resulting in launch of five new branches across KSA.
- Expanded the active client base from 490 to over 12,000 by revitalizing underperforming sales operations, establishing specialized sales teams, and revamping marketing department.
- Slashed service turnaround time by 90% through redesign of the 4-hour, multi-step onboarding process into a 23-minute, one-stop experience by integrating sales, support, and verification into a single streamlined workflow.
- Launched a new, fully operational contact center from the ground up that significantly reduced service delays.
- Scaled domestic workforce from 300 to 3,200 in 15 months that enabled SRACO to meet surging client demand, expand service coverage nationwide, and elevate delivery standards across all household staffing verticals.
- Conducted deep-dive process diagnostics, dismantled system inefficiencies, and restructured team roles along with introducing SOP standardization and implementing process enhancement initiatives that increased overall efficiency by 20%.
- Directed a full-scale repositioning of the brand's market presence by crafting a differentiated value narrative, redefining go-to-market strategies, and leveraging social media that unlocked access to premium-margin contracts.

Massadr Human Resource Service Company, Khobar, Saudi Arabia

Jul 2017 - Jun 2021

Worked as Household Director

- Joined the company as a founding leader from inception to establish, scale, and operationalize the household services.
- Spearheaded the creation of the household services division from concept to reality, architecting the full business structure, operations blueprint, and market entry strategy.
- Built and mobilized elite, cross-functional teams, leading end-to-end recruitment, onboarding, and talent development to ensure service excellence and full alignment with Saudi labor regulations, setting new standards for domestic manpower delivery.
- Developed scalable service models and commercial strategies, crafting adaptable pricing frameworks and agile operating systems that responded dynamically to shifting client needs, competitive pressures, and regulatory shifts.
- Designed and standardized household service agreements, while strategically branding service lines by developing labels and logos, reinforcing service identity, enhancing client understanding, and elevating brand recognition across all touchpoints.
- Became the face of the business to key clients, personally leading high-stakes service presentations and strategic engagements, winning trust, solving critical workforce challenges, and securing long-term partnerships through value-driven solutions.
- Served as a trusted advisor to the executive team, contributing to company-wide growth planning, service innovation, and strategic evolution, ensuring long-term scalability and competitive positioning.
- Delivered strategic HR consulting to key clients, advising on policy development, talent optimization, and workforce planning to align human capital initiatives with business goals and regulatory standards.

Key Achievements:

- Pioneered ERP governance frameworks as a core pillar of operational strategy, eliminating 40% of manual errors, accelerating request turnaround by 25%, and reducing process cycles from 5 to 2 hours, driving 60% leap in enterprise efficiency, laying the digital backbone for a fast-scaling HR startup.

Worked as Executive Director

- Spearheaded corporate vision and long-term growth strategy in alignment with board directives, translating strategic goals into actionable business plans that enhanced shareholder value, elevated profitability, and positioned for market leadership.
- Led cross-functional operational excellence by overseeing all business functions, implementing performance-driven process improvements, and executing change initiatives that strengthened organizational agility, productivity, and cost efficiency.
- Drove revenue expansion and market positioning by developing high-impact sales and business development strategies, identifying new market opportunities, and capitalizing on core business strengths to unlock bottom-line growth.
- Governed financial oversight and executive decision-making through rigorous review of P&L reports, financial forecasts, and risk mitigation plans, ensuring data-informed decisions, policy alignment, and timely reporting to the Board of Directors.

Key Achievements:

- Propelled the company to a top-5 national ranking (4th out of 34 licensed firms) within 18 months through bold operational restructuring, innovative service expansion, and a relentless focus on delivery excellence.
- Strategically rebuilt and restructured a 38-member cross-functional workforce spanning sales, operations, and logistics, driving a 22% uplift in annual revenue, improving service delivery timelines by 35% and client satisfaction scores by 28%.
- Ignited a 400% sales surge by launching four high-demand, market-responsive service lines, revitalizing stagnant revenue streams, capturing untapped client segments, and reshaping the commercial value proposition.
- Pioneered strategic geographic expansion with the rollout of five new branches across Khobar, Dammam, Alhassa, Jubail, and Riyadh, broadening market footprint, elevating brand visibility, and driving double-digit regional growth.
- Digitized workflows with a mobile app and software, achieving a 40% reduction in errors and 35% faster task completion. Over 85% user adoption in three months enabled cost savings and quicker decision-making.

Hoshan Pan Gulf, Manama, Bahrain

Nov 2010 - Jul 2015

Worked as Regional Manager – Saudi Arabia

2012 – 2015

- Successfully replicated Bahrain's market-leading success across key cities in Saudi Arabia, introducing premium European retail concepts and boosting revenue through targeted expansion and enhanced retail experiences.
- Drove commercial revitalization by deploying agile sales strategies, enhancing category management, and reengineering customer engagement models tailored to regional demand patterns. Assumed full P&L and strategic leadership.
- Strengthened financial governance by implementing standardized forecasting models, operational KPIs, and cost control frameworks, delivering consistent profitability improvement.
- Built high-performing regional teams through talent development, leadership mentoring, and accountability-driven culture, enabling consistent service excellence and performance scalability.

Key Achievements:

- Following a series of successful leadership assignments, entrusted with the role of **Deputy General Manager – Hoshan Retail** to steer operations, growth initiative, and brand development. 2014 – 2015

Worked as Country Manager - Bahrain

2010 – 2015

- Appointed to lead and transform underperforming operations across Bahrain and Eastern Province, KSA, with full strategic, operational, and financial accountability. Oversaw both retail and wholesale verticals, repositioned the business to drive profitability, and established a scalable platform for regional expansion.
- Transformed static budgeting into a dynamic, insight-led process, integrating real-time forecasting, cost modeling, and margin tracking to empower data-driven decision-making.
- Developed financial turnaround plans that restructured cost bases, renegotiated supplier terms, and optimized resource allocation, unlocking hidden value and delivering revenue growth.

Key Achievements:

- Improved branch performance through strategic relocation and infrastructure upgrades, repositioning the outlet in a premium, high-traffic zone that cut service delivery time by 30% and boosted quarterly sales by 18%.
- Transformed Bahrain into the #1-ranked branch in the GCC, a first in company history, outperforming 42 international branches across 32 countries and earning regional recognition for operational excellence and market leadership.
- Orchestrated the full-cycle launch of a high-end Italian fashion brand in Bahrain, managing everything from site selection and retail design to contractor oversight, team hiring, merchandising, and launch events, resulting in a flagship success story.

- Expanded the retail footprint by opening five new outlets across Bahrain and Saudi Arabia, featuring Turkish, Spanish, and Italian retail concepts, significantly increasing brand diversity, market penetration, and cross-category sales.
- Transitioned to a wholesale model, expanding market reach across regional distributors and institutional clients, resulting in a 40% increase in client acquisition, established the business as a key segment supplier.

Additional Experience:

- **Sales Manager** at Eastern Province, Safwa Real Estate Investment & Dev. – Saudi Arabia Dec 2008 - Nov 2010
- **Relationship Manager** at Landmark Properties – Manama, Bahrain Aug 2007 – Dec 2008
- **Sales Specialist** at Al-Osais Group - RS Leanes Logistics Co. – Saudi Arabia Jun 2007 – Aug 2007
- **Sales Manager** at STYL Export – Import & Distribution Co. – Warsaw, Poland Feb 2005 – May 2007
- **Unit Supervisor** at Saudi Customs – Saudi Arabia Aug 1995 – Jan 2005
- **Business Development Manager** at Mohammed Abed Construction Est. – Al-Khobar, Saudi Arabia Jan 1997 – Apr 2001
- **Customs Officer** at Saudi Customs, King Fahd Causeway Sep 1993 – Aug 1995

ACADEMIC QUALIFICATIONS

- **Master’s - Business Administration & Financial Management**, SKARBK - Graduate School of Business & Economics, Poland 2007
- **Bachelors - Business Economics**, WSHIFM - Higher School of International Commerce & Finance, Warsaw, Poland 2004

LANGUAGE PROFICIENCY

English – Fluent

Arabic – Native Speaker

Polish: Intermediate