

EXECUTIVE PROFILE

CSCP-certified Supply Chain & Logistics leader with 16+ years of progressive experience in Saudi Arabia, combining hands-on warehouse and transport operations, operational management, key account ownership, commercial and billing responsibilities, Control Tower leadership, enterprise systems, automation and AI-enabled improvement. Leads centralized Control Tower activities supporting 50+ FMCG, consumer, healthcare and pharmaceutical accounts. Also serves as a SAP WMS Super User for a major FMCG operation in KSA and works with Oracle LogFire WMS and Oracle OTM/TMS.

16+

YEARS

Supply Chain & Logistics

50+

ACCOUNTS

Multisector operations

13+

YEARS

Ground to management

CSCP

CERTIFIED

Supply Chain Professional

1998

DIGITAL

Web design journey

CAREER ARCHITECTURE

FLOOR OPERATIONS

OPERATIONS MANAGEMENT

KEY ACCOUNTS

COMMERCIAL & BILLING

CONTROL TOWER

SAP / ORACLE

AUTOMATION & AI

WEB & DIGITAL

WHAT I BRING

OPERATIONS DEPTH

Warehouse, distribution, inventory, transport and execution knowledge built from hands-on operations through management.

CUSTOMER & COMMERCIAL

Key account ownership, client relationships, warehousing and transport billing, reconciliations, cost and revenue awareness.

CONTROL TOWER LEADERSHIP

Centralized visibility, exception management, KPI/SLA performance, escalations, root-cause analysis and cross-functional coordination.

DIGITAL, WEB & AUTOMATION

SAP/Oracle systems, Python, Apps Script, automation, AI, responsive web design, Firebase/cloud tools and practical digital product building.

DIGITAL JOURNEY

Web designer since 1998 | First HTML website built in 1999

Operations + Systems + Data + Web -> Working solutions

PROFESSIONAL EXPERIENCE

TAMER LOGISTICS | JEDDAH, SAUDI ARABIA | 2010 - PRESENT

CONTROL TOWER MANAGER

2023 - PRESENT

Lead centralized Control Tower activities supporting 50+ FMCG, consumer, healthcare and pharmaceutical accounts, providing end-to-end visibility and coordination across warehousing, transportation, customer service, finance, commercial teams, systems and management.

- Manage daily Control Tower operations, operational visibility and multi-account service performance.
- Coordinate customer, warehouse, transportation, finance, commercial, IT and management teams to resolve exceptions quickly.
- Monitor orders, dispatch, deliveries, inventory issues, capacity risks, pending orders and service-impacting exceptions.
- Own KPI/SLA monitoring, escalations, root-cause analysis, corrective actions and performance reporting.
- Support warehouse capacity and resource planning, customer onboarding, SOP development and implementation of new requirements.
- Drive continuous improvement through dashboards, automated reporting, data analysis and practical digital solutions.

PROGRESSIVE LOGISTICS OPERATIONS, KEY ACCOUNTS, COMMERCIAL & BILLING

2010 - 2023

Built approximately 13 years of ground-to-management experience before moving into centralized Control Tower leadership. Scope included warehouse operations, transportation and distribution, inventory, key account management, client relations, commercial coordination and billing.

- Operations: warehouse execution, inventory control, FEFO/FIFO, temperature-controlled operations, transportation and distribution coordination.
- Key Accounts: customer relationship management, service reviews, escalations, SLA/KPI ownership, onboarding and operational implementation.
- Commercial & Billing: warehousing and transportation billing, storage/handling/transport charge validation, rate and volume checks, reconciliations and cost/revenue impact analysis.
- Management: cross-functional coordination, process improvement, SOP execution, capacity/resource planning and operational problem solving.

SAP WMS SUPER USER - MAJOR FMCG, KSA

Operational systems bridge supporting logistics and warehouse users, troubleshooting, testing, process changes, training, reporting and reconciliation. Translate business requirements into practical system execution and coordinate with IT/system teams.

COMMERCIAL & FINANCIAL EXPOSURE

Hands-on responsibility for major-account warehousing and transportation billing: rate structures, chargeable activities, reconciliations, under/overbilling identification, cost leakage analysis and operational financial impact.

SELECTED IMPACT THEMES

CONTROL TOWER

Multi-account visibility, exception management and service recovery.

WAREHOUSE

Capacity planning, FEFO/FIFO, putaway, inventory and process improvement.

TRANSPORT

Dispatch visibility, delivery follow-up, routing/service exceptions and billing.

COMMERCIAL

Billing validation, reconciliations, leakage detection and cost/revenue analysis.

DIGITAL

Automated reporting, Python/Apps Script tools, dashboards, AI-assisted analysis.

OVERVIEW

EXPERIENCE

CAPABILITIES

CAPABILITIES & TECHNOLOGY

LEADERSHIP & OPERATIONS

- Supply Chain & Logistics Management
- Control Tower Management
- 3PL Operations
- Warehouse & Transportation
- Operational Excellence
- Capacity & Resource Planning

CUSTOMER & COMMERCIAL

- Key Account Management
- Client Relationship Management
- SLA / KPI Management
- Warehousing & Transport Billing
- Billing Reconciliation
- Cost & Revenue Analysis

SYSTEMS & AUTOMATION

- SAP WMS - Super User (Major FMCG KSA)
- Oracle LogFire WMS
- Oracle OTM / TMS
- Advanced Excel / VBA
- Python & Google Apps Script
- Automation, Analytics & AI

WEB, DIGITAL & CLOUD

- Web design since 1998
- HTML / CSS / JavaScript
- Responsive UI / Digital Experience
- Domains, Hosting & cPanel
- Firebase / Cloud Functions / Cloud Run
- Realtime Web Applications

INDUSTRY & ACCOUNT EXPOSURE

Hands-on leadership and operational support across major multinational and regional accounts in FMCG, consumer, healthcare, pharmaceuticals and public-sector healthcare. Client identities are intentionally kept confidential; focus is on the complexity managed, the systems used and the business outcomes delivered.

FMCG & CONSUMER

High-volume warehousing, transport, order execution, billing and service performance.

HEALTHCARE & PHARMA

Regulated and service-critical operations including temperature-sensitive environments.

MULTI-CLIENT 3PL

Control Tower, capacity, onboarding, SLA/KPI, billing and cross-functional coordination.

DIGITAL PORTFOLIO & TRANSFORMATION

BILAL.COM.PK - DIGITAL ID

Personal digital platform combining career, achievements, interactive content, CV, services and direct communication.

BILAL LIVE - CUSTOM COMMUNICATION

Website-integrated realtime chat with proactive visitor presence, file exchange, typing/read status, BUZZ, audio calls and HD video calls.

AUTOMATION & DATA TOOLS

Python, Google Apps Script, advanced Excel/VBA, automated reporting, data validation, dashboards, digitization and AI-assisted analysis.

SERVER-SIDE / CLOUD SUPPORT

Hands-on implementation across Firebase, realtime databases, storage, Cloud Functions/Run, notifications, hosting and web deployment.

SUPPLY CHAIN LEADERSHIP + DIGITAL EXECUTION

Control Tower | Logistics Management | Operations | Commercial & Billing | Digital Transformation | Web & Automation

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