



FARHAN ALI QAZI - Senior Executive Leader | VP / COO / CEO

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PROFESSIONAL SUMMARY

Accomplished and results-driven Senior Executive with 30+ years of progressive leadership experience across Automotive, Car Rental, Fleet Leasing, Telecommunications, and Enterprise Sales including 24+ years of deep market expertise in the Kingdom of Saudi Arabia. Proven record of driving enterprise-wide transformation, scaling multi-million-dollar P&L operations, and delivering consistent double- and triple-digit revenue growth in highly competitive, fast-paced markets. Adept at building and leading multinational, cross-functional teams; negotiating high-value government and corporate contracts; and repositioning brands as Top-5 market leaders. A strategic operator and commercial architect with a rare combination of visionary leadership and hands-on execution, bringing measurable value creation through revenue acceleration, operational excellence, fleet optimization, and customer lifecycle management.

CORE COMPETENCIES

- **Leadership & Strategy:** Strategic Planning & Execution | P&L Management & Financial Control | Business Transformation & Turnaround | Market Expansion & Entry Strategy
- **Commercial & Sales:** Sales Leadership & Revenue Growth | Enterprise & Key Account Management | Channel & Dealer Development | Contract Negotiation
- **Operations & Fleet:** Fleet Operations & Leasing | Operational Excellence | Process Engineering & Optimization | Budgeting, Forecasting & Pricing Strategy
- **Customer & Stakeholder Management:** CRM & Customer Retention | Brand Positioning | Team Building & Cross-Functional Leadership | Stakeholder & Government Relations

KEY ACHIEVEMENTS & AWARDS

- ✓ Awarded Best Executive of the Year — Budget Car Rental KSA (2006 & 2010).
- ✓ Awarded Best Selling Franchise in GCC — Renault Global Award (2012).
- ✓ Launched award-winning 'Scratch & Win' promotional campaign at Budget, driving significant customer acquisition.
- ✓ Played a key strategic role in Budget Car Rental's IPO on the Saudi Stock Exchange (Tadawul) in 2017.
- ✓ Instrumental in establishing Budget Car Rental as the largest ABG Group franchisee in the Middle East & North Africa.
- ✓ Positioned AVIS Arabian Hala Group among Top-5 car rental companies in the Kingdom of Saudi Arabia.
- ✓ Delivered landmark growth results at Renault KSA — 35% sales growth vs. 18% industry benchmark in 2012.
- ✓ Secured USD 400M+ in corporate contracts at AVIS, reinforcing brand dominance in government and enterprise sectors.
- ✓ Contributed to AVIS's 2026 strategic investment phase — supporting investor readiness, commercial positioning, and leadership alignment during a critical board transition.

PROFESSIONAL EXPERIENCES

National Sales Director | AVIS Car Rental – Arabian Hala Group | KSA Jan 2013 – Present

- Led nationwide B2B & B2C sales for 6,000+ vehicle fleet & 500+ clients, ensuring service delivery & revenue performance.
- Managed and developed 100+ sales and operations staff across regions, fostering a high-performance, target-driven culture.
- Designed and executed sales strategy, forecasting, pricing, and budgeting in collaboration with senior leadership.
- Closed complex enterprise and government deals, securing multi-year contracts and sustained revenue streams.
- Optimized sales pipeline and CRM usage to enhance customer retention, lifecycle value, and win rates.

ACHIEVEMENTS

- ✓ Delivered more than 100% revenue growth across the national sales portfolio during tenure.
- ✓ Increased net profitability by 85%+, reflecting operational efficiency improvements and superior margin management.
- ✓ Secured corporate contracts exceeding USD 400M, consolidating AVIS's dominance in enterprise and government sectors.
- ✓ Strengthened AVIS brand presence across government & enterprise sectors, reinforcing market credibility and client trust.
- ✓ Helped position AVIS among the leading car rental companies in KSA, elevating brand visibility and competitive standing.
- ✓ Supported AVIS through its 2026 strategic investment phase, contributing to investor readiness, commercial positioning, and leadership alignment during the onboarding of a new investor and board transition.

National Head of Sales (Senior General Manager) | Gulf Advantage Automobiles – Renault | KSA 2011 – 2013

- Led national sales operations for Renault's passenger and commercial vehicle portfolio, setting revenue targets
- Managed teams across Western, Central & Eastern KSA to ensure performance, brand alignment, and customer experience.
- Expanded the dealer network into emerging B-cities, identifying growth opportunities and structuring strategic partnerships.
- Implemented pricing strategies, product positioning, and forecasting systems to enhance competitiveness and revenue visibility.
- Partnered with the COO on strategic planning, market intelligence, and operational decisions to exceed GCC growth targets.

ACHIEVEMENTS

- ✓ Grew Renault KSA sales volume to 12,000+ units in 2012, setting a new national performance benchmark.
- ✓ Achieved market share expansion from 0.99% to 1.99%, representing a 100% increase in brand footprint within two years.
- ✓ Delivered 35% sales growth against an industry-wide average growth of 18%, demonstrating superior market execution.
- ✓ Earned the prestigious Best Selling Franchise in GCC Award from Renault Global, recognizing commercial performance.
- ✓ Expanded dealer network into emerging B-cities, diversifying the brand's geographic revenue base across KSA.

National Leasing & Marketing Manager | Budget Car Rental – Top Listed Joint Stock Company | KSA 2003 – 2011

- Managed end-to-end national leasing operations including fleet planning, corporate partnerships, pricing strategy, contract structuring, and client relationship management across government and enterprise sectors.
- Held full P&L accountability for the leasing division, ensuring revenue targets, cost controls, and profitability benchmarks were consistently achieved and exceeded.
- Led the national marketing function, designing and executing brand awareness campaigns, promotional activations, and customer loyalty programs that differentiated Budget in a competitive marketplace.
- Oversaw fleet expansion strategy, scaling the operational vehicle portfolio from 4,500 to 10,000+ units to meet growing corporate and government leasing demand.
- Collaborated closely with the CEO on high-level strategic initiatives including market positioning, business development, investor relations, and pre-IPO commercial strengthening activities.

ACHIEVEMENTS

- ✓ Expanded fleet from 4,500 to 10,000+ vehicles, more than doubling operational capacity and market coverage.
- ✓ Grew annual revenue from USD 30M to USD 100M+, delivering a 3x revenue increase across the leasing division.
- ✓ Generated USD 500M+ in cumulative corporate leasing contracts, securing revenue stability and market leadership.
- ✓ Played a pivotal role in Budget Car Rental's IPO listing on the Saudi Stock Exchange in 2017, contributing to pre-IPO commercial consolidation.
- ✓ Recognized as Best Executive in 2006 and 2010, and launched the award-winning 'Scratch & Win' campaign that elevated brand engagement across KSA.

EARLY CAREER EXPERIENCES

- Sales & Marketing Manager — S2M Global LLC, India
- Sales Manager — Concorde Motors (Mercedes-Benz), India
- Sales Executive — Hutchison Max Telecom, India

PROFESSIONAL DEVELOPMENT

- ISB – Kellogg Executive Leadership Program, Oman — Advanced executive leadership
- ISB–Kellogg Executive Leadership Program (Oman) — Advanced leadership training
- London Business School — Executive workshops in strategy, leadership & commercial innovation
- ISO 9001 Internal Auditor — Certified in Quality Management Systems
- Global Competitiveness Forum (KSA) — Participation in high-level economic strategy discussions
- Jeddah Economic Forum — Multi-year participation with regional business leaders & policymakers
- World Travel Market (London) — Global travel & mobility industry engagement

EDUCATION

- MBA – Marketing | Bangalore University
- Bachelor of Arts | Osmania University