

SALMAN BIN HILAL AL-KASSAR

Chief Executive Officer | Operations Director | Executive Management

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PROFESSIONAL SUMMARY

Executive leader with over 10 years of experience in executive management, operations management, business development, and corporate services. Currently serving as Chief Executive Officer at TJR, with a strong track record in leading teams, contract management, process improvement, board reporting, and implementing governance and risk management frameworks. Holds PMP® and GRCA certifications, and is seeking to leverage his expertise in developing operational performance, driving business efficiency, and achieving sustainable growth.

PROFESSIONAL EXPERIENCE

Chief Executive Officer

TJR

01/2022 – Present
Riyadh, Saudi Arabia

- Developed and implemented operational and financial strategies to support company growth and business development in the total-loss vehicle management sector.
- Led multidisciplinary teams of more than 15 employees across operations, finance, marketing, and sales, embedding a culture of performance and continuous improvement.
- Drove digital transformation initiatives by developing TJR's electronic platform for auctions and claims management, and implementing KPI dashboards and OKR methodology to enhance operational efficiency.
- Prepared and presented periodic reports to the Board of Directors, and managed relationships with insurance companies and regulatory bodies to ensure compliance and achieve strategic objectives.
- Oversaw financial planning and annual budgets, applying financial controls that improved spending efficiency and operational performance.
- Strengthened governance, compliance, and risk management systems in line with Saudi regulatory requirements and GRC standards, maintaining a compliance record free of material violations.

Senior Managing Director (Deputy CEO)

TJR

12/2015 – 12/2021
Riyadh, Saudi Arabia

- Developed and executed long-term strategic plans that strengthened the company's competitiveness and supported its growth and business sustainability.
- Led institutional transformation programs across 3 departments (operations, auctions, and administrative services), improving operational efficiency and refining work procedures.
- Led and developed a management team of 3 senior leaders, fostering a culture of performance and commitment to achieve strategic objectives.
- Managed relationships with key stakeholders, including the Board of Directors, insurance companies, and regulatory bodies, ensuring support for organizational goals and stronger collaboration.
- Developed and implemented governance and compliance frameworks, improving policies and operating procedures in line with regulatory requirements and best practices.

Deputy Managing Director

TJR

05/2010 – 05/2015
Riyadh, Saudi Arabia

- Supported the General Manager in executing strategic plans and achieving organizational objectives, coordinating between the towing, transport, storage, and auctions departments to ensure operational efficiency.
- Fostered a culture of performance and commitment within teams, contributing to improved collaboration and the achievement of shared goals.
- Oversaw the execution of 4 strategic projects to develop vehicle towing, storage, and resale operations, ensuring adherence to timelines and organizational priorities.

- Contributed to developing governance and compliance frameworks, improving policies and operating procedures in line with regulatory requirements and best practices.

Administrative Services Officer

Saudi Al-Rasael Company

05/2007 – 05/2009
Riyadh, Saudi Arabia

- Managed daily administrative operations, including scheduling, correspondence, and document management, ensuring workflow efficiency and supporting senior management.
- Coordinated between executive management, internal departments, and external parties, ensuring rapid communication and effective follow-up on business matters.
- Prepared reports, presentations, and executive documents to support management decision making and business follow-up.

EDUCATION

Bachelor's Degree in Business Administration (Banking)

Imam Muhammad ibn Saud Islamic University

05/2021
Riyadh, Saudi Arabia

CORE COMPETENCIES

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|---|---|
| • Strategic Planning & Business Development | • Digital Transformation & E-Platform Development |
| • Contract Management & Negotiation | • Sales Strategy & Revenue Growth |
| • Human Resources & Organizational Development | • Vehicle Operations & Total-Loss Solutions Management |
| • Board Reporting & Corporate Governance | • Strategic Partnership Building with Insurance Companies |
| • Stakeholder & Client Relationship Management | • Operational & Financial Planning |
| • Performance Tracking via KPI / OKR | • Governance, Risk & Compliance (GRC) Frameworks |
| • Executive Leadership & Cross-Functional Team Management | |

CERTIFICATIONS & PROFESSIONAL TRAINING

Project Management Professional (PMP)®

Issuer: PMI Credential ID: 8420665 Issued: 2024-07-28

PMI Professional in Business Analysis (PMI-PBA)

Issuer: Al-Madinah College of Technology Issued: 2024-08

Global Project Management Forum

Credential ID: Lap8ZAMOt2 Issued: 2025-05

Member, Project Management Institute (PMI)

Issued: 2024-07

GRC Certify Certificate

Credential ID: 140965761 Issued: 2025-04

LANGUAGES

Arabic

Native / Full Proficiency

English

Limited Working Proficiency