

# WALEED AL HARBI

## Chief Executive Officer — Logistics & Operations

10 Apr 1986

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### PROFILE SUMMARY

A logistics and operations executive with over 10 years of experience building and scaling digital platforms across the logistics, financial, real-estate, and insurance technology sectors. Specializes in building operating systems from the ground up, automating operations, integrating platforms with government systems, and ensuring regulatory compliance. Co-founded and launched three ventures, secured high-value national partnerships, and applied data analytics (KPIs) to drive performance and growth. Adept at leading cross-functional teams through complex builds, launches, and integrations to meet ambitious company goals.

### KEY SKILLS

**Industry Domains:** Logistics Technology (LogisticsTech), Financial Technology (FinTech), Real-Estate Technology (PropTech), Insurance Technology (InsurTech)

**Government Systems Integration:** Absher, Nafath (Unified National Access), National Information Center, Ministry of Commerce, Transport General Authority, Najiz (Justice System)

**Executive Leadership:** Founding & Scaling Ventures, Operating Model Design, Financial Performance & Profitability, Stakeholder Negotiation, Team Leadership

**Logistics & Operations:** Operations Strategy, Logistics & Fulfilment, Fleet & Delivery Operations, Process Automation, Business Process Re-engineering, Operational Turnaround

**Operating Systems & Digital Transformation:** Platform & Marketplace Launch, System & API Integration, AI & Workflow Automation, Open Banking Integration, CRM Frameworks

**Growth & Go-to-Market:** Go-to-Market Strategy, B2B & B2G Partnerships, Market Intelligence, Sales Enablement

**Performance & Analytics:** KPI Design & Dashboards, Data-Driven Decisions, Competitive Analysis

### PROFESSIONAL EXPERIENCE

#### Chief Executive Officer | CARVO | Riyadh

Jan 2026 – Present

- Joined as Chief Technology Officer to build the company's operating system from the ground up and automate its processes, then stepped into the CEO role to lead operations strategy and launch.
- Designed and launched the operational system running the full cycle from order flow through fulfilment and delivery, with process automation and KPI instrumentation built in.
- Led integration of the platform with government systems and ensured regulatory compliance within logistics-sector requirements.
- Set the operations strategy and go-to-market plan, and established the team and processes to take the platform live and scale in the Saudi market.

#### Head of Business Development | CARZ Ltd. | Riyadh

Jul 2022 – Feb 2026

- Architected and executed the complete B2B and B2G partnership ecosystem, securing foundational agreements with key national entities (ELM, SADAIA, Absher) and industry leaders (Tawuniya, Bcare, LeanTech) to ensure full market integration and regulatory compliance.
- Defined the go-to-market (GTM) strategy for the CARZ platform, identifying target markets and revenue streams through comprehensive market analysis, and led the end-to-end business launch.
- Established and managed the full commercial pipeline, qualifying new B2B clients, negotiating complex contracts, and contributing directly to revenue growth and market-share targets.

- Led cross-functional teams to implement a complete CRM framework, automating partner onboarding and enabling data-driven customer segmentation.

### **Digital Transformation Manager | Sky Innovation Ltd. | Riyadh**

*Jan 2019 – Jun 2022*

- Spearheaded the development and deployment of B2B and B2C tech ventures, including Gulf Wireline and the CARZ marketplace app.
- Directed the integration of all platforms with banking systems and open-banking protocols to facilitate secure transactions.
- Established the company's complete business performance indicator (KPI) framework to monitor all operational metrics.

### **Operations Manager | Medgulf | Riyadh**

*Feb 2017 – Jan 2019*

- Developed and executed a strategic recovery plan that cleared a critical backlog of over 3,000 cases in under one year.
- Implemented new KPIs and performance reporting dashboards, enhancing transparency and reducing decision-making latency by 20%.

### **Total Loss Operations Supervisor | Al Rajhi | Riyadh**

*Mar 2012 – Jan 2014*

- Supervised end-to-end vehicle processing operations, ensuring full regulatory compliance.
- Collaborated with the IT department to design and automate the entire workflow system, from initial registration to final closure.
- Pioneered digital transformation initiatives that streamlined procedures, reducing manual workload and improving processing times.
- Collaborated technically with Al Rajhi Bank's teams on systems integration and automation.

## **EDUCATION**

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**Bachelor's Degree in Electrical Engineering** (GPA: 3.7 / 4.0) — Western Valley University *Jan 2008 – Jan 2012*

### **CERTIFICATIONS & TRAINING**

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- KPIs – Planning & Performance (May 2019)
- TOEFL – Advanced English Proficiency (Apr 2011)

### **LANGUAGES**

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- Arabic (Native)
- English (Fluent)