



# MOHAMED ETTALBI

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## Professional Summary

Results-driven CEO with proven leadership, strong industrial acumen and strategic thinking abilities centered on company success and competitive growth. Demonstrated record of success in building greenfield industrial startup company, heading complex projects and managing profitable operations in heavy industry.

## Skills

- Decisiveness and Leadership
- Communication and Approachability
- Board and Shareholders Accountability
- Business Law and Ethics
- Business Strategy and Planning
- Business Finance
- Commodities Trading and Hedging
- Industrial Operations Management
- Project Management
- International Business

## Work History

### CEO

2019 – 2022

Durrah Advanced Development Co,

JV between Saudi developers and international giants in agribusiness and food commodities Yanbu, KSA

- Successfully led the inception, the construction, the establishment, and the commercial launch of the 2nd largest sugar refinery in KSA, a greenfield investment worth USD 300 MM and USD 40 MM P&L
- Developed and oversaw implementation of sales and marketing strategy in KSA, Jordan and Palestine
- Effectively launched AlBayt sugar brand over B2B and distribution channels
- Secured a loan of USD 290 million with SIDF and commercial banks for Project assets funding and working capital facilities
- Established executive team, oversaw hiring of the right people, built the company ecosystem and directed policies and strategies required for the business start up

## Executive Project Director

2017 - 2019

Durrah Advanced Development Co.

Yanbu, KSA

- Acted as deputy CEO of the company
- Managed successful implementation of FEED design, detailed engineering, procurement, construction, and commissioning phases of the Project in line with business plan objectives (quality, cost, technical performance, manning, Opex...)
- Achieved all required permits from local authorities and governmental bodies, and negotiated utilities allocations with ministries, KFIP, Royal Commission, Marafiq, and other stakeholders
- Achieved the Project of Aramco gas pipeline connection from FEED to start of supply in collaboration with major Aramco approved parties such as Wood AlHejailan, Alderly, Emerson...
- Determined project budgets, directed spending, set up cost control and adequate reporting to shareholders, resulting in adherence to the initial budget (variance limited below 3 %).
- Hired the Project team with a subtle mix between PMC professionals, future plant managers and support functions.
- Set up a successful legal management of the project contracts with efficient handling of claims and dispute resolution under EPC framework

## Plant Director

2000 - 2017

Cosumar Morocco

Casablanca, Morocco

- Drove the restructuring plan of the business units following the privatization process
- Successfully led the launch of export operations in 2015 which currently make up for 50% of refinery turnover
- Occupied several managerial positions within the refinery: production, maintenance, industrial assets management and projects management throughout 2000/2017 period
- Started as Electrical Engineer

## Education

### Attended CPA-Executive MBA: Business Administration and Management

2013

Toulouse Business School

France

### Bachelor of Engineering: Electrical Engineering

2000

Mohammadia Engineering School

Morocco

## Languages

English – Arabic – French - Berber