



Automotive Digital Transformation

Operational Excellence | Customer Centricity | Growth Explorations

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PROFESSIONAL SUMMARY

Digital transformation and customer experience practitioner with 15 years in premium automotive retail across Saudi Arabia and Bahrain, spanning the BMW Group, Ferrari, Maserati, Jaguar Land Rover, Nissan and Ford importers. Works the OEM–importer seam: making a dealer network's dealer management system, CRM and customer data platform, contact centre and marketing automation agree on one customer record that withstands both board review and OEM audit. CFA Level I, above the 90th percentile.

CORE EXPERTISE

Disciplines Digital Transformation | Business Intelligence | PDPL & Data Privacy | Vendor & CAPEX Management | Customer Data & Analytics | Marketing Automation | CRM Strategy & Operations | Contact Centre Operations

Platforms Keyloop Drive DMS (formerly Kerridge / Autoline / CDK Drive) | SAP Customer Data Platform (CDP) | SAP Emarsys Customer Engagement Cloud | Salesforce | Microsoft Power BI | Jaguar Land Rover Lynx | CISCO Webex Cloud Telephony | RPA | RAG | Agentic AI

Leadership Team leadership (19 staff) | OEM governance and executive reporting | RFP, bid analysis and negotiation | Programme and delivery governance | Erlang-based workforce planning | Saudi Arabia and Bahrain | Arabic and English operations

CURRENT SCOPE

Function Digitalization, Business Intelligence, customer relations management, customer experience, contact centre operations

Organization 19 staff across inbound and outbound contact centre operations and a back office for data quality and reporting

Brands & Markets 4 brands current, 13 across career | Saudi Arabia and Bahrain

Commercial Annual CAPEX plan for the function; vendor portfolio ownership

Governance BSC topics including Quarterly Customer Board reporting to the OEM Middle East Office

PROFESSIONAL EXPERIENCE

Digitalization Manager

Apr 2025 – Present

Mohamed Yousuf Naghi Motors (BMW Group importer) | Riyadh, Saudi Arabia

- Own the digitalization roadmap across BMW, MINI and Motorrad, integrating dealer management, CRM and customer data platform, contact centre and marketing automation, with real-time reporting into the OEM Middle East Office.
- **Author the annual CRM and Digitalization CAPEX plan** and hold commercial ownership of the vendor portfolio — RFPs, bid analysis, negotiation, capex approvals and delivery governance.
- Launched Noor, an AI customer-engagement agent, across website widget, WhatsApp, Facebook and Instagram in Arabic and English — from vendor selection through DMS API integration to live operation. **Leading importer in the GCC running agentic AI as a unified omnichannel experience.**
- **Delivered the first marketing automation engine in Saudi Arabia** built on SAP Customer Data Platform and SAP Emarsys Customer Engagement, across four brands, and realigned media spend to revenue using enriched first-party data rather than conquest targeting.
- Delivered a self-serve service-appointment booking journey in a 30-day sprint, meeting the ministry lead-time mandate across all three regions.
- Migrated the contact centre to cloud telephony in approximately one month, and built the business case that decided in-house delivery over outsourcing across four bidders.
- Reduced manual processing by more than 50% through RPA and data automation delivered with OEM partners.

CRM Manager

Nov 2023 – Mar 2025

Mohamed Yousuf Naghi Motors (BMW Group importer) | Riyadh, Saudi Arabia

- **Lifted Sales NPS from 76 to 87 and voice-of-customer response from 15% to over 24%**, taking Saudi Arabia to first in the Middle East region. Rebuilt the operation end to end: daily reporting, detractor recovery, and a quarterly customer board owned to the OEM.
- Built and led a **19-person customer operations organization** across inbound contact centre, outbound and CRM back office, merging three reporting lines into one KPI framework with an Erlang-based staffing model.
- **Lifted lead health above 90%** and cleared tens of thousands of aged enquiries, converting a chronically missed scorecard KPI into a strength.
- Established the customer-data integrity regime for the dealer management system — de-duplication at scale, edit controls, mandatory fields, audit logging and role-based access — reducing duplicate vehicle records to zero.
- Built the analytics layer in Microsoft Power BI: an executive view over **80,000+ NPS responses** with a bilingual categorization taxonomy, and a model over **200,000+ customer records**.
- Ran the PDPL (Saudi Personal Data Protection Law) compliance programme for customer-facing systems — vendor contracts, website compliance and marketing-consent framework — then extended it to sibling brands in the group.

Retail Performance Assistant Manager

Feb 2016 – Oct 2023

Euro Motors (BMW Group, Ferrari, Maserati, Jaguar Land Rover) | Manama, Bahrain

- Led the Ferrari and Maserati Salesforce implementation, delivering multi-brand CRM platform capability across the group's luxury marques.
- Transformed the contact centre from no system consumption to a fully paperless process on the Keyloop Drive (then Autoline) dealer management system.
- Implemented computer telephony integration (CTI) and customer contact management (CCM) within the Keyloop Drive programme.
- Led two OEM consultant-led programmes: Retail Performance and Sales Funnel Management.

Customer Relations Assistant Manager

Apr 2015 – Jan 2016

Euro Motors (BMW Group, Ferrari, Maserati, Jaguar Land Rover) | Manama, Bahrain

- Delivered the dealer-system side of the Intaleq customer loyalty programme — Keyloop Drive process flow, operational data extracts, daily reporting and automated sync scripts, with key-user guidance and training.
- Automated backend monitoring, alerting stakeholders to processing errors and data-quality issues.

Keyloop Drive (Autoline) System Administrator

Sep 2013 – Mar 2015

Euro Motors (BMW Group, Ferrari, Maserati, Jaguar Land Rover) | Manama, Bahrain

- Led the Jaguar Land Rover Lynx implementation (Apr–Dec 2014): Keyloop Drive process flow and automated data sync into JLR's Lynx servers, with key-user training. **Recognized by Jaguar Land Rover MENAP in December 2014 as among the first importers in the region to complete its CRM data integration.**

Used Cars Sales Administrator

Dec 2011 – Aug 2013

Y K Almoayyed & Sons (Nissan, Infiniti, Ford, Lincoln) | Manama, Bahrain

- Moved used-car operations off a fully manual process onto the dealer management system, with sales training.

EDUCATION

BSc Business Informatics — AMA International University, Bahrain | 2011

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

CFA Institute — Chartered Financial Analyst Program, Level I | Passed June 2019, above the 90th percentile
BMW Group — Digital Transformation Manager, CRM Officer and CRM Manager | Keyloop / Autoline Drive — Sales Manager and CRM Marketing Manager

SELECTED RECOGNITION & MEDIA

- Speaker, two industry webinars on AI and automation in automotive customer engagement (SAP Emarsys, 2025). Press coverage: Al Riyadh, Asdaf News, SAP News MENA, SAPinsider and Ecommerce Fastlane.