



Operations Excellence

Enterprise Operational Leadership

TIMELINE

06/2022 – 06/2024

ROLE

Chief Operations Officer

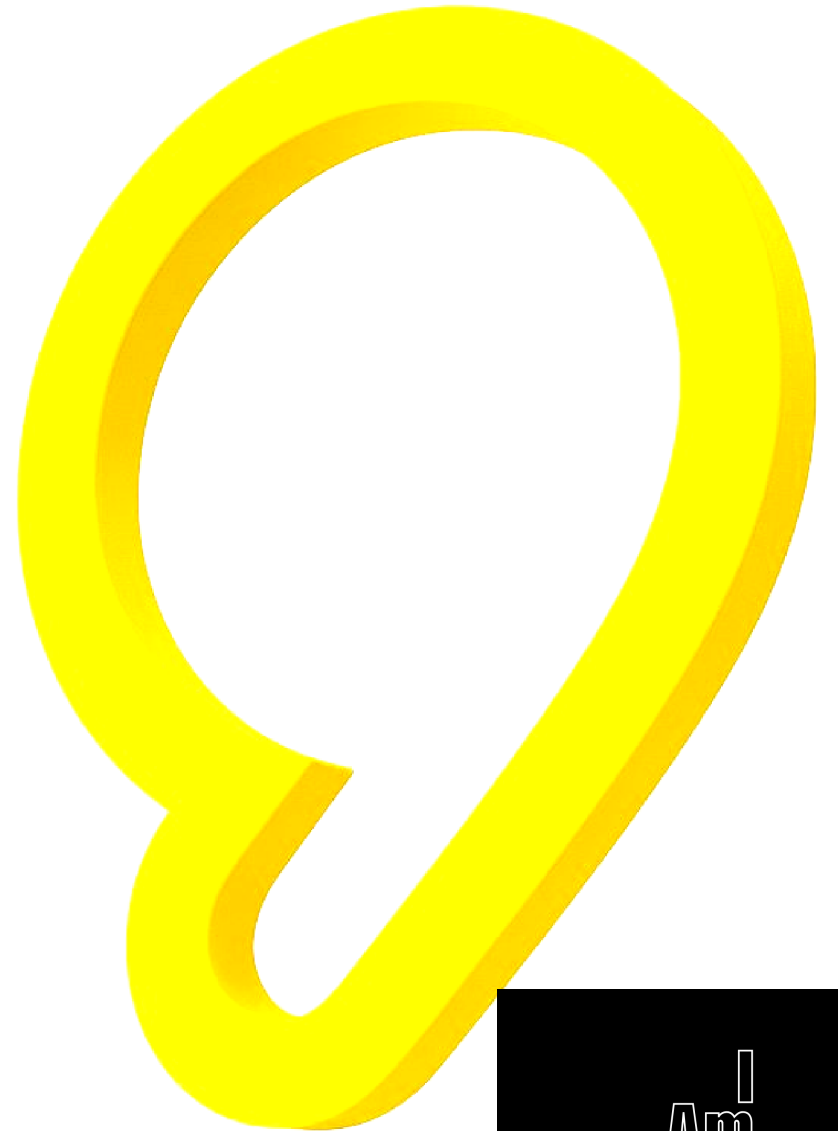
LOCATION

Dubai, UAE & Riyadh, KSA

PROJECT MANDATE

- Procurement
- Operations
- IT Ops
- Facilities
- Security
- PMO
- Special Projects

End-to-End Operations Excellence across Entertainment, Sports, Events & Media Sectors





Zaigham Khan

Founder, BrandForse

Zaigham Khan, founder of BrandForse, is a marketing and transformation leader with over two decades of regional experience. He helps organizations elevate marketing communications, brand governance, digital transformation, and customer experience through AI, data, and design.

Powered by TechVerx, BrandForse combines consulting and technology delivery, bridging regional insight with global capability to deliver measurable, compliant, and future-ready outcomes.



Zaigham is the Managing Director ME of TechVerx and a BrandForse driving marketing, AI, and transformation projects across the GCC. A speaker at major conferences and professional gatherings, he shares insights on AI, innovation, and brand governance, helping brands stay competitive and compliant.



I
Am
Team



Zaigham Khan

Areas of Expertise & Social Presence

💡 Professional Expertise

💬 Communications Strategy

🏢 Brand Building

🎥 High Impact Videos

👤 Customer Experience

🤖 Business Automation

</> Software Development

📋 Project Management

🧠 Productivity AI

🔗 Social Media Management

👥 Staff Augmentation

🎨 Creative Unit Setup

📋 Signage Audit

🔗 Connect With Me

📺 YouTube: @ZaighamKhan

🌐 LinkedIn: zaigham-khan

📷 Instagram: @zaigham.khan

🐦 Twitter: @zaighamkhan_



Saudi Media Company — Overview & Role Context

Company Profile

Founded in 2018, SMC is a diversified company headquartered in Riyadh, KSA with additional offices in Dubai and Cairo. Strategic marketing & communications partner to top-tier clients across 20 countries in the Middle East and Africa.

Divisional Structure

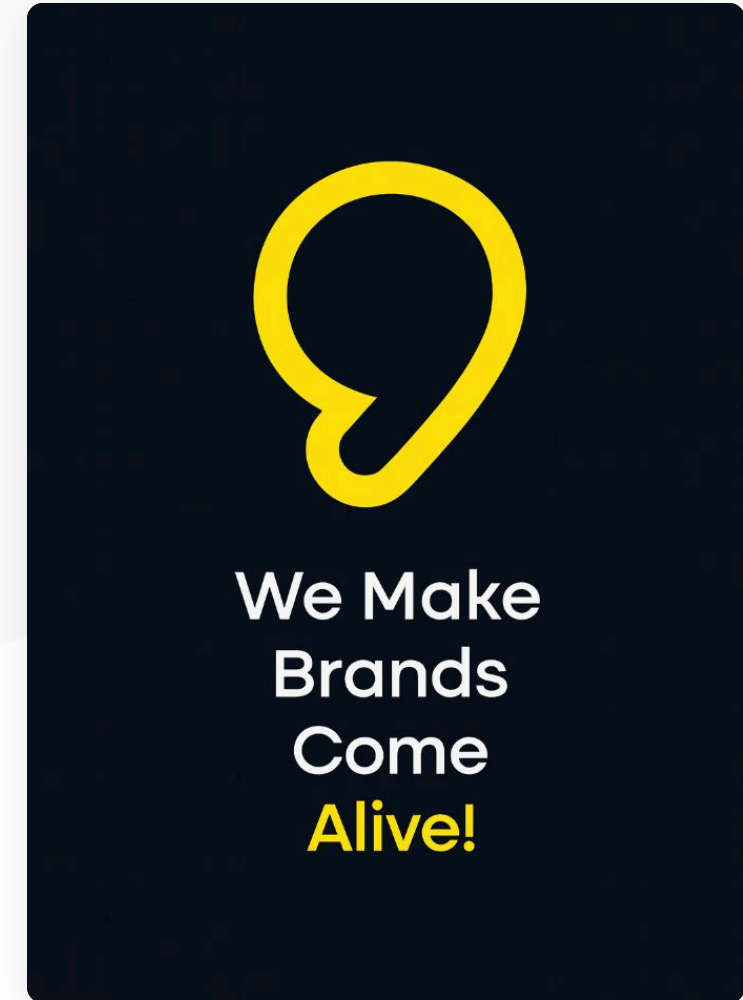
Three core divisions: SMC Media (TV, radio, digital platforms), SMC Vibes (sponsorships, stadium management, event partnerships), and Operations (facilities, procurement, CX transformation).

Strategic Partnerships

Exclusive partnerships with beIN Media Group, Saudi Broadcasting Authority, Saudi Football Federation, Saudia Airlines, Webook, Mawdoo3, and other premium media properties across the region.

Portfolio & Leadership

Managing 30+ top-tier media outlets under leadership of CEO Khalid Al-Khudair and Chairman Mohammad Al-Khereiji. Exclusive rights for Al Awwal Park stadium operations and major event marketing initiatives.



SMC's brand promise - Connecting brands with audiences through innovative advertising and sponsorships solutions

SMC's Integrated Service Divisions



Advertising Media Sales Division

Comprehensive advertising solutions across multiple channels, enabling brands to reach diverse audiences throughout the MENA region.

TV Channels Radio Digital Platforms Inflight Media



Sport & Entertainment Division (SMC Vibes)

Strategic sponsorships and activations for major sports events. Exclusive management of Al Awwal Park stadium, creating immersive fan experiences.

Sponsorships Stadium Management IP Rights Event Activations



Celebrity Management (SMC Charm)

Connecting brands with influential personalities for authentic, high-impact partnerships. Exclusive celebrity representation for regional marketing campaigns.

Influencer Marketing Brand Partnerships Celebrity Representation Campaign Integration



Asset Management & Investment (SMC Capital)

Strategic investment in media, entertainment, and technology assets across the region. Portfolio management focused on maximizing returns.

Media Assets Strategic Investments Portfolio Management Growth Ventures



Challenges Addressed

Fragmented Processes

Manual workflows across procurement, contracting, facilities management, marketing, and lead handling resulting in operational inefficiencies and redundant tasks.

Lack of Centralization

Siloed CRM/ERP systems creating disconnected data flows, preventing seamless customer experiences and slowing lead response times.

Scalability Needs

Requirement for rapid operational scaling across 20 countries and high-traffic venues like Al Awwal Park, necessitating standardized processes.

Inconsistent Service Delivery

Undefined SLAs, inconsistent policies, and non-standardized processes impacting service quality, delivery speed, and customer satisfaction.



Pre-transformation operational challenges at SMC

Strategic Approach & Solutions Implemented

Data-Driven Decision Framework

Process re-engineering established systematic data collection and analysis across all departments (Procurement, Operations, IT Ops, Facilities, Security), enabling fact-based decisions and reducing gut-feel choices by 65%.

Operational Strategy & Annual Planning

Developed comprehensive Annual Operating Plan (AOP) methodology with quarterly review cadence. Systematized strategic planning across departments with clear KPIs, financial targets, and resourcing requirements.

Profitability Modeling & Cost Optimization

Implemented financial forecasting and cost-benefit analysis framework for all strategic investments. Established ROI thresholds for stadium operations, media acquisition, and technology investments.

Resource Allocation Optimization

Transformed operations from reactive firefighting to proactive management through cross-functional resource planning. Optimized staffing across Procurement, PMO, and Facilities based on predictive demand modeling.



Strategic Planning



Process Engineering



Financial Modeling



Continuous Optimization

Operational Strategy Framework

Key Initiative: Al Awwal Park CX Transformation

Stadium Management Agreement

Secured **10-year agreement** with King Saud University to operate the **25,000-capacity** stadium. Established **5-year contract** with Al-Nassr FC to designate the venue as their home stadium, creating consistent event scheduling.

Commercial Rights & Partnerships

Managed exclusive stadium naming rights, advertising space, ticket sales operations, and event hosting. Established strategic partnerships with premier brands including Coca-Cola, Jeeny, and Mentos to enhance venue experience.

Customer Experience Innovations

Introduced tiered season ticket packages including standard and premium "Diamond Ticket" options for enhanced engagement. Deployed customized digital screens, sound experiences, and personalized communications to enrich fan interactions.


Operational Excellence


Optimized F&B logistics for efficient service delivery at scale. Implemented advanced crowd management and traffic flow systems. Integrated ticketing technology with CRM for personalized fan engagement before, during, and after events.





Al Awwal Park Stadium - 25,000 capacity venue managed under SMC's 10-year operational agreement

Technology Enablers: Digital Portfolio

 **SMC Media:** Managing premium advertising inventory across 23+ beIN Sports channels, 4 Saudi Broadcasting Authority channels (Alekhbariya, Riyadiya, Saudia TV, Thikrayat), and multiple regional radio stations reaching millions of viewers daily

 **Digital Platforms:** Centralized management of high-traffic digital properties including beIN Connect **93.6M users**, Atyab Tabkha **2.05M users**, Yasmina **548K users**, and Webook **6M yearly sessions**

 **Saudia Inflight Advertising:** Exclusive representative for Saudia Airlines inflight advertising reaching travelers across 95 global destinations through safety videos, in-flight entertainment, WiFi portals, and onboard maps

 **Full-Funnel Marketing:** Integrated technology stack enabling end-to-end campaign management from awareness (vCPM, CPV, CPC) to conversion (CPQL, CPR, CPS, CPL, CPI) with cross-channel attribution and reporting

 **beIN Connect**
93.6M users | 23+ sports channels

 **Atyab Tabkha**
2.05M users | Food & lifestyle content

 **Yasmina**
548K users | Women's lifestyle platform

 **Webook**
6M yearly sessions | Ticketing platform

SMC's Diversified Digital Portfolio Reaching Millions of Users

| BPR Outcomes: Enabling Profitable Decision-Making

📈 **30** new company policies established financial governance frameworks, enabling precise planning, budget controls, and reliable forecasting for strategic investments

⚖️ **60** standardized processes created systematic ROI measurement, profitability analysis, and cost-benefit frameworks that directly improved margin by reducing operational costs

Data-driven decision engine incorporated KPIs across procurement, operations, IT, facilities, and security, transforming reactive responses into proactive strategic planning with measurable outcomes

Operational Strategy Framework & Annual Operating Plans

Process standardization enabled the creation of a comprehensive operational strategy aligned with financial targets. Annual Operating Plans (AOPs) now directly connect resource allocation to revenue generation, creating clear accountability and performance metrics across all 7 departments: Procurement, Operations, IT Ops, Facilities, Security, PMO, and Special Projects.



Key Metrics & Results

Operational Excellence & Digital Reach



38%

Reduction in Lead & Operations Delivery Time
Through SLAs and process automation



18%

Reduction in Procurement Costs
Via ERP-enabled spend control



30

New Company Policies
Standardized governance framework



60

Standardized Processes
Consistent workflows across operations



30+

Media Outlets Managed
TV, radio, digital platforms across MENA



25,000

Stadium Capacity
Al Awwal Park operational excellence



500M+

Monthly Views
Koor Break digital reach



93.6M

Active Users
beIN Connect platform engagement



6M+

Yearly Sessions
Webbook ticketing platform



Cost Control
Improved procurement and spend management



Faster Lead Response
Automated routing and SLA frameworks
Saudi Media Company Operations Excellence & CX Transformation



Regional Consistency
Uniform service levels across 20 countries



Overall Business Impact & Positioning

★ Market Leadership

Positioned SMC as the go-to marketing & communications partner for leading brands across 20 countries in the MEA region.

⚙️ Scalable Foundation

Built a data-driven operations backbone enabling sustainable growth and expansion across entertainment, sports, and media sectors.

📈 Operational Excellence

Enhanced cost optimization (18%), process efficiency (38% faster delivery), and consistent customer experience across all touchpoints.

🚀 Future-Ready

Established strong platform for continued innovation, service expansion, and regional market penetration.



Strategic Impact Across Middle East and Africa

Regional Impact: SMC's enhanced operational backbone drives success across 20 countries

Due Grace

With Gratitude & Acknowledgment

Leadership

Mohamed Al Khereiji
Chairman

CEO

Khalid Al Khudair
CEO

C-Suite Officers

Firas Alhoshan
Chief Vibes Officer

Sultan Aboznada
Chief HR Officer

Hassan Lzeik
Chief Marketing Officer

Husni Bekdash
Chief Financial Officer

Department Leads

Hikmat Sabouh
Head Facilities

Fahad Jamal
Head IT

Abdulaziz Al Omran
Head Government Relations

Musab Aborehab
Lead Procurement

Abdullah Alamri
People Operations Manager

Mazen EL Riz
Events Ops Director

Dalal Alfraih
Communications & Influencer Manager

Department Leads

Mazin Alshanti
Head of Marketing

Amer Alsbaihat
Head of Creative

Mulham Hajjar
Events Supervisor

Mohammed Alsoleibi
Fans Experience Manager

Ali El Najjar
Head of Ticketing

Ahmad Darraj
Senior Partnership and Content Manager

Shahul Hameed
Information Systems Administrator

This transformation reflects the unwavering commitment of every team member. With profound gratitude, we acknowledge each individual whose contributions brought this operational excellence to life.

Contact Me

Website

 www.zaighamkhan.me

Email

 zk@zaighamkhan.me

 zk@brandforse.com

 zk@techverx.com

Phone

 KSA +966536009109 

 UAE +971505279109

Click contacts above to get in touch directly.

My work with Saudi Media Company focused on implementing structured operational frameworks and standardized processes that delivered measurable improvements in efficiency and customer experience across the organization.

By integrating governance structures with targeted technological solutions, we established foundations that positioned SMC competitively in the MEA region while building scalable systems for continued growth.



*Regards,
Zaigham Khan*