

# ROGER HAIDAR

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Accomplished Supply Chain and Contract Management professional with over 26 years of experience across diverse industries. Adept at managing end-to-end supply chain operations, procurement strategies, logistics optimization, and contract negotiations, with a proven track record of driving cost efficiency, enhancing service levels, and improving inventory management. Skilled in managing multimillion-dollar projects, vendor relationships, and asset management while successfully leading cross-functional teams. Demonstrated success in business development, sales strategy, and market expansion, alongside a solid foundation in project and resource management.

## Experience

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Crescent Petroleum – Sharjah, UAE

Feb 2018 – Present

### Supply Chain & Contracts Management

- Led end-to-end supply chain operations across multiple countries, overseeing procurement, logistics, warehousing, and inventory management to ensure seamless supply continuity and cost savings
- Managed multimillion-dollar projects and optimized procurement strategies, leveraging digital tools and analytics to drive cost efficiency, maintain high service levels, and ensure regulatory compliance
- Directed logistics and distribution networks, optimizing transportation routes, streamlining warehouse operations, and enhancing supply chain visibility to reduce lead times, and improve on-time delivery rates
- Spearheaded supplier negotiations and contract management, securing favorable terms, mitigating risks, optimizing supplier performance, and aligning agreements with regulatory standards
- Implemented inventory control strategies, reducing excess stock, minimizing obsolescence, improving working capital utilization, and leading cross-functional teams to align supply chain strategies with business objectives

Kele Contracting LLC – Dubai, UAE

May 2005 – Feb 2018

### Executive Manager – Supply Chain & Assets

**Projects:** D1 Tower – Jaddaf: 1.2 billion Dhs | Queue Point Project – Liwan: 616 million Dhs | Dubai Marina Promenade – Dubai Marina: 470 million Dhs | Burj Views – Downtown Dubai: 485 million Dhs | Sheikh Hamdan Bin Mohammad Bin Rashid Al Maktoum's Private Zoo – Nad Al Sheba: 240 million Dhs | Sheikh Hamdan Bin Mohammad Bin Rashid Al Maktoum's Villa – Umm Suqeim: 44 million Dhs

- Directed and optimized end-to-end supply chain operations, ensuring timely and cost-effective fulfillment of organizational needs from procurement to delivery, and led asset management initiatives
- Managed vendor relationships, negotiated contracts with suppliers across Europe and China, and established performance metrics to maintain quality standards, achieving significant cost control
- Oversaw a fleet of 150+ heavy equipment and supervised a team of 25+ staff, providing strategic direction and operational support for large-scale construction projects, ensuring smooth execution
- Formulated procurement processes, policies, and procedures, significantly enhancing departmental efficiency and compliance, and played a key role in the establishment of the plant and equipment department from scratch
- Delivered millions in cost savings by negotiating supplier contracts and driving a 35% reduction in maintenance costs through the implementation of preventive maintenance programs

Fleet Management Systems International – Abu Dhabi, UAE

Jan 2004 – May 2005

### Sales Manager

- Led business development initiatives, consistently exceeding monthly and annual sales targets, while developing and executing strategic sales plans to drive market penetration and increase revenue
- Managed a high-performing team of sales representatives, providing guidance, training, and performance evaluations to maximize productivity and sales results
- Cultivated strong relationships with key clients, including ADNOC, Milco, Americana Foods, EIGC, and Dubai Refreshments, enhancing customer satisfaction and securing long-term partnerships
- Successfully introduced a fleet management system to the market, achieving 1 million Dhs in sales within 3 months and expanding the client portfolio into Dubai and Sharjah

### **Sales Manager**

- Spearheaded the market launch of products, securing a 20% market share within the first year and growing it to 45% by the third year through targeted sales strategies and business development initiatives
- Championed the "Small Businesses Approach," cultivating relationships with emerging businesses, expanding the customer base, and surpassing annual sales targets
- Led the development and execution of sales training programs and presentations, enhancing team performance, product knowledge, and conversion rates
- Utilized data-driven insights to forecast trends, optimize pricing strategies, and identify new business opportunities, driving consistent revenue growth and strengthening customer loyalty
- Collaborated cross-functionally with marketing, finance, and product development to align sales goals with company objectives and improve overall sales efficiency

### **Education**

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University of Atlanta – USA

**Executive Master of Business Administration – Operations**

Lakehurst University – Beirut, Lebanon

**Bachelor of Science – Computer Engineering**

### **Skills**

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1. End-to-End Supply Chain Operations
2. Procurement & Sourcing Strategies
3. Logistics & Distribution Network Optimization
4. Contract Negotiation & Management
5. Project Management
6. Inventory Control & Management
7. Fleet Optimization
8. Supplier Relationship
9. Risk Assessment
10. Business Development
11. Sales Strategy Development
12. Stakeholder Management
13. Performance Monitoring
14. Budget Management
15. Resource Management
16. Strategic Planning
17. Client Relationship Management

### **Languages**

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- **English:** Fluent
- **French:** Fluent
- **Portuguese:** Intermediate
- **Arabic:** Mother Language