MOHAMMAD SHOAIB

Director — Network Planning & Development | Downstream Oil & Gas | Mobility & EV Strategy

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PROFESSIONAL SUMMARY

Results-driven business executive with 10+ years of progressive leadership in Downstream Oil & Gas, Mobility Solutions, and Non-Fuel Retail across Saudi Arabia, Pakistan, and international markets. Proven expertise in Network Planning & Development, M&A;, Financial Modeling, CAPEX Management, and EV Ecosystem Strategy. Track record of building high-performing teams from scratch, negotiating high-value agreements, and executing large-scale network expansions (600+ station pipelines). Adept at driving P&L; growth, optimizing real estate portfolios, and delivering board-level strategic initiatives.

CORE COMPETENCIES

Strategic	Network Planning & Development • M&A; • Business Development • Expansion Strategy • EV Ecosystem
Operational	Real Estate Operations • CAPEX Management • Project Delivery • Engineering Services • NFR Expansion
Commercial	High-Value Negotiation • Contract Management • Sales Strategy • Category Management • Stakeholder Relations
Financial	Financial Modeling • P&L; Management • Post-Investment Review • Feasibility Analysis • Budget Optimization
Leadership	Team Building from Zero • Cross-Functional Leadership • Board Reporting • People Development
Industry	Downstream Oil & Gas • Mobility Solutions • Logistics Optimization • Non-Fuel Retail • Convenience Stores

KEY ACHIEVEMENTS

- Delivered 40 projects in 24 months for Circle K, contributing SAR 24M to the bottom line
- Signed 8 strategic MOUs and 120 NFR contracts, driving non-fuel revenue expansion
- Launched 13 new retail outlets for Petromin (Central & Eastern KSA) with 12 more in pipeline
- Negotiated & signed 18 Shell Service Centers across KSA (exceeded FY23 target of 15) within SAR 8.9M CAPEX
- Built 600-station pipeline for Circle K (NTIs, KDRPs, Acquisitions, Revamps, Branding) from a standing start
- Developed 50-station pipeline for Shell Aljomaih with master plans for Riyadh, Jeddah, Medina, Mecca & Dammam
- Recovered PKR 29M in DSOs at Total Parco through systematic follow-up and relationship management
- CEO Award for Outstanding Performance (2021) — achieved 155% of monthly sales targets for two consecutive months
- Top Innovator Prize — launched "Bonjour at Your Doorstep" delivery partnership with FoodPanda
- Commissioned Markhor Fuel Station — achieved the highest monthly volume in Total Parco's retail network
- Developed AI-based Automated Planning Tool at Petromin, improving financial outcomes and operational efficiency

PROFESSIONAL EXPERIENCE

Director — Development (Fuel & Non-Fuel Retail)

Circle K | Kingdom of Saudi Arabia *Aug 2024 — Present*

- Built and structured the Planning & Development function from scratch as founding department head, including team formation, KPI design, and process standardization
- Assigned KPIs and managed cross-functional teams across Real Estate, Government Relations, and Engineering
- Led FY25 financial forecasting in direct collaboration with the Board of Directors
- Driving NFR expansion across all signed projects — 120 contracts executed, operating at 95% NFR occupancy
- Developing 600-station pipeline (NTIs, KDRPs, Acquisitions, Revamps, Branding) to drive network growth
- Crafting expansion strategy for board approval; signed 5 fuel stations for FY24 and progressed M&A; pipeline (1 of 7 target acquisitions signed)
- Directed development of new stations and infrastructure with focus on cost-effective resource allocation

Network Manager — Lubricants & Shell Service Centers

Shell Aljomaih | Kingdom of Saudi Arabia *Jun 2022 — Aug 2023*

- Designed and executed network expansion strategy using trade area analysis, demographic profiling, and competitor benchmarking
- Built 50-station pipeline for 2024 with master plans for five major KSA cities (Riyadh, Jeddah, Medina, Mecca, Dammam)
- Negotiated and signed 2 new stations with Majdouie at competitive rates
- Established strategic relationships with major Oil Marketing Companies (Petroly, ADNOC, Sasco, Aldrees, Naft, Orange, Mazaya)

- Launched engineering service provider program, improving project delivery timelines and reducing investment risk
- Managed end-to-end stakeholder relations including PRs, POs, payments, and rentals
- Conducted market intelligence and competition monitoring to inform strategic decisions

Network Planning Manager — Fuel, Real Estate & Non-Fuel Retail

Petromin | Kingdom of Saudi Arabia *Mar 2021 — Jun 2022*

- Led retail business development and network expansion across KSA, including contract negotiations and stakeholder management
- Conducted site feasibility analyses evaluating trade areas, competition, accessibility, traffic, and demographics
- Built financial models to forecast revenues and costs; crafted business cases for investment decisions
- Collaborated with Procurement, GRD, REA, Sales, and Finance to ensure seamless project delivery
- Formulated the 2030 Retail Network Development Strategy for Petromin's Fuel business (KSA and international markets)
- Implemented CAPEX reduction initiatives for Lipstick and Retrofit sites in collaboration with procurement and project teams
- Led strategic projects including KAEC and NEOM initiatives
- Implemented Wooqer team management software and AI-based Automated Planning Tool to improve operational efficiency
- Conducted post-investment evaluations and managed closure/renegotiation of non-profitable sites

Senior Area Sales Manager — Retail

Total Parco Pakistan Ltd. | Pakistan *Dec 2021 — Jan 2022*

- Exceeded profitability targets for fuel and non-fuel operations in alignment with the strategic business plan
- Managed COCO site operations ensuring consistent brand standards and operational efficiency
- Led design and implementation of retail marketing strategies to drive brand visibility and customer engagement
- Oversaw regional lubricant sales, driving market penetration and revenue growth
- Utilized TEMPO, Salsa, Crystal Files, and P&L; tools for network analysis and financial performance tracking

Area Sales Manager — Retail

Total Parco Pakistan Ltd. | Pakistan *Jun 2018 — Dec 2021*

- Managed daily site operations across the region, overseeing corporate, legal, and operational compliance
- Grew revenue through enhanced fueling services and up-selling of convenience stores, car washes, and lube services
- Converted 3 competitor sites to Total Parco; planned and launched the first COCO site in Lahore
- Led planning and commissioning of Markhor Fuel Station — achieved the highest monthly network volume
- Planned and developed the third COCO station in Lahore's MM Alam to enhance brand presence
- Led planning and launch of Euro 5 & Super+ fuels in coordination with APMO
- Rolled out Salsa Sales Force tool across Pakistan, improving sales team efficiency
- CEO Award for Outstanding Performance (2021) | Top Seller Prize (2 consecutive months) | Top Innovator Prize for "Bonjour at Your Doorstep" delivery project with FoodPanda

Consumer Sales Executive — B2B

Total Parco Pakistan Ltd. | Pakistan *Jul 2017 — Jun 2018*

- Exceeded quarterly volumetric and profitability benchmarks for fuel oils, lubricants, and diesel in consumer channel
- Grew sales by 14% through high-end team selling integrating Cards and Lubricants teams
- Developed consumer site proposals including volume forecasting and budget planning
- Expanded customer base while managing existing corporate accounts and client sales operations

International Coordinator

Pakistan Red Crescent | Pakistan *Apr 2014 — 2017*

- Managed fundraising through public and social events and led team coordination for national delegation operations

TECHNICAL SKILLS & LANGUAGES

ERP & Systems	SAP (Advanced) • Oracle (Advanced) • Wooqer
Sales & Analytics	Salsa Sales Force Tool • Crystal Sheet • TEMPO Tool • AI-Based Planning Tools
Productivity	Microsoft Office Suite (Word, Excel, PowerPoint) — Advanced
Languages	English (Fluent) • Urdu (Native) • Arabic (Conversational)