

Bashir Abd Alla

Executive Leader in Logistics & Operations Transformation | Builder of Resilient Supply Chain Organizations | 30 Years Across Industrial, Humanitarian & Cross-Border Operations

Al-Ahsa, Saudi Arabia • +966 537 248 194 • bashir@bashirabdalla.com • linkedin.com/in/bashir-abd-alla

Target Roles: General Manager – Logistics | Operations Director | Country Manager | Logistics Director

Executive Profile

Executive Leader in Logistics & Operations Transformation with **30** years of experience building, scaling, and leading complex logistics, transportation, supply chain, and operational organizations across Africa and the Middle East. Proven track record in organizational transformation, cross-border operations, governance enhancement, operational excellence, and crisis leadership across industrial, humanitarian, and commercial environments.

Recognized for building resilient operating models, strengthening institutional capability, leading regional expansion, and transforming operational complexity into disciplined execution. Successfully led large-scale logistics, transportation, and multi-country operations while managing multimillion-dollar activities, developing strategic partnerships, and delivering sustainable organizational growth across diverse and challenging environments.

Combines strategic leadership with deep operational expertise to strengthen governance, improve execution, enhance organizational resilience, and build the capabilities required for long-term success.

Executive Impact Snapshot

Builds resilient organizations, transforms complex operations, and creates the governance, capability, and execution discipline required for sustainable growth

Strategic Impact

US\$125M+ Industrial Projects Supported
US\$27M+ Logistics Activities Managed
Regional Expansion Across East Africa
UN & Humanitarian Operations

Leadership Scale

30 Years Leadership Experience
7+ Countries of Operational Leadership
1,300+ Annual Transport Missions
92,000 MT Peak Annual Commodity Movement

Core Leadership Expertise

- Operations & Logistics Transformation
- Supply Chain Strategy & Optimization
- Organizational Capability Building
- Multi-Country Operations Management
- Governance & Performance Management
- Business Transformation & Growth
- Transportation & Fleet Operations
- Cross-Border Logistics & Trade
- Crisis Leadership & Organizational Resilience
- Strategic Planning & Execution
- Stakeholder & Partnership Management
- Operational Excellence & Continuous Improvement

SDA Logistics Services Co. Ltd.

Founder & Managing Director

Jan 2016 – Present

Transformed SDA Logistics Services from a dormant corporate entity into a resilient regional logistics and supply chain organization operating across Sudan, Uganda, Kenya, South Sudan, and the UAE. Built the company's operational, commercial, and governance foundations, enabling sustainable growth across industrial, commercial, humanitarian, and international development sectors.

Selected Executive Achievements

- Led the transformation of SDA from a dormant corporate entity into a fully operational logistics platform serving multinational corporations, government institutions, UN agencies, and international organizations.
- Successfully transitioned the business from a subcontractor model to a prime contractor model, establishing the organizational capability, operational discipline, and stakeholder confidence required to manage complex contracts and large-scale logistics operations.
- Expanded the company's operational footprint across five countries, creating scalable regional capabilities supporting transportation, customs clearance, warehousing, freight forwarding, and cross-border supply chain activities.
- Directed logistics activities supporting projects and operations valued at more than **US\$27** million across industrial, humanitarian, and high-complexity operating environments.
- Supported industrial and infrastructure projects exceeding **US\$125** million through integrated transportation, supply chain, and operational solutions.
- Led transportation programs handling up to **92,000** metric tons annually while coordinating more than 1,300 transport missions per year during peak operational periods.
- Established long-term strategic partnerships with UN agencies, international NGOs, commercial organizations, and government stakeholders, strengthening institutional credibility and enabling sustainable business growth.
- Successfully relocated and sustained critical business operations during periods of armed conflict, preserving organizational capability, maintaining service continuity, and protecting key stakeholder relationships.
- Designed governance frameworks, performance management systems, and resilient operating models that strengthened accountability, execution discipline, risk management, and long-term organizational sustainability.

Signature Outcome

Built the organizational capability that enabled SDA to evolve from a dormant corporate entity into a trusted regional logistics platform operating across multiple countries and complex environments.

GIAD Industrial Group

Business Development Manager | Marketing & Project Manager | Operations Manager

Jan 2005 – Dec 2015

Progressively advanced through leadership positions within one of Sudan's largest industrial groups, contributing to the development, optimization, and expansion of transportation, logistics, and operational capabilities supporting major industrial, infrastructure, manufacturing, and energy sector activities. Managed large-scale transportation assets, operational teams, and customer relationships while driving performance improvement, business growth, and operational excellence.

Selected Executive Achievements

- Managed transportation assets exceeding 300 heavy vehicles and trailers, supporting large-scale industrial, infrastructure, manufacturing, and energy sector operations.
- Directed transportation activities moving more than 257,000 metric tons annually while coordinating over 3,600 transport missions per year across geographically dispersed operating environments.
- Supported transportation operations generating annual revenues exceeding US\$8.6 million through effective operational planning, fleet utilization, and customer service management.
- Led the development and optimization of transportation and logistics operations supporting one of Sudan's largest integrated industrial complexes.
- Designed and implemented fleet management, transportation planning, and operational control systems that improved asset utilization, operational reliability, service quality, and overall efficiency.
- Consistently achieved and exceeded key operational performance targets, including 98% transport volume delivery, 100% fleet utilization objectives, strong customer satisfaction performance, and successful expansion into new strategic markets.
- Developed performance measurement frameworks, operational procedures, and execution standards that strengthened accountability, operational discipline, and organizational effectiveness.
- Directed logistics activities supporting major national projects involving industrial equipment, construction materials, petroleum sector operations, and strategic infrastructure initiatives.
- Managed contractors, transportation partners, and multidisciplinary operational teams while ensuring alignment with organizational objectives, customer requirements, and performance expectations.
- Built the leadership, operational planning, business development, and stakeholder management capabilities that later enabled successful organizational transformation, regional expansion, and institutional growth initiatives.

Signature Outcome

Built the operational leadership and business development foundations that later enabled successful organizational transformation, regional expansion, and executive leadership across complex operating environments.

Education

Bachelor of Public Administration

Professional Memberships & Industry Leadership

- Former Board Member, National Chamber of Heavy Trucks (**10** Consecutive Years)
- Member, International Road Transport & Logistics Industry Associations
- UNGM Registered Supplier – Level II
- Recognized Transport Service Provider for Humanitarian and International Operations

Executive Leadership Signature

- 30 Years of Executive Leadership Experience
- Proven Success Across Industrial, Humanitarian, and Commercial Sectors
- Multi-Country Operations & Regional Expansion Expertise
- Crisis Leadership and Business Continuity Management
- Governance, Performance, and Organizational Capability Building
- Strong Track Record in Complex and High-Risk Operating Environments

Career Progression

- **Founder & Managing Director** | SDA Logistics Services | 2016 – Present
- **Business Development Manager** | GIAD Industrial Group | 2012 – 2015
- **Marketing & Project Manager** | GIAD Industrial Group | 2007 – 2012
- **Operations Manager** | GIAD Industrial Group | 2005 – 2007
- **Manager** | JAC Trans Transport | 2001 – 2004
- **Operations Manager** | Al-Marshal Transport | 1996 – 2000

Personal Information

- **Nationality:** Sudanese
- **Saudi Iqama:** Transferable
- **Current Location:** Al Ahsa, Saudi Arabia
- **Languages:** Arabic (Native), English (Professional)