

ALIREZA M. ALLADIN

DESIGNATION : EXECUTIVE DIRECTOR

Alireza M. Alladin is a seasoned executive with decades of leadership experience across multiple industries, including manufacturing, trading, and business consultancy. Based in Dubai, UAE, he has been actively mentoring emerging entrepreneurs, including Hassan Alladin, the founder of The Dubai Bazaar and Blue Crew Portal, and Hussain Alladin, the founder of The Blue Crew Portal. His role involves providing strategic guidance on operational management, customer relations, supplier management, and HR policies, ensuring the long-term vision and success of these ventures.

Since 2020, he has also been offering pro bono consultancy services for Green Shield Insurance Company, focusing on human resource system appraisal, operational efficiency, value engineering, and increasing profitability. His expertise in organizational transformation has helped businesses streamline operations and achieve sustainable growth.

Between 1991 and 2013, he served as the Chief Executive Officer of Shabbir Tiles (PLC), a part of the House of Habib, in Karachi, Pakistan. Under his leadership, the company underwent a remarkable transformation, becoming a profitable entity within a year. He played a pivotal role in expanding the dealership network from 30 to over 350 dealers nationwide and led the establishment of new offices in Lahore, Islamabad, Faisalabad, Multan, and Peshawar. His strategic initiatives included the launch of a dedicated commercial sales division, the establishment of a new ceramic and porcelain tile plant with a production capacity increase of 750%, and the introduction of a diverse range of building materials, including sanitary ware in collaboration with Chinese partners.

His contributions to Shabbir Tiles also included separating the marketing and sales departments into distinct operations with long-term strategic goals, implementing salary banding and structured HR systems, and fostering a cohesive company culture through initiatives like the "STILE Family," which enhanced employee engagement and dealer relationships. His efforts in public relations, supplier negotiations, and government liaison further solidified the company's reputation as a market leader.

Before his tenure as CEO, he served as Director of Operations – HR and Manufacturing at Shabbir Tiles (PLC), where he played a critical role in developing HR systems, recruitment strategies, and operational management for the factory. His focus on improving production efficiency, labor relations, procurement, and maintenance plans laid the foundation for the company's future success. Earlier, as Group Technical Director for the House of Habib, he conducted technical audits for the group's companies, ensuring operational excellence and quality control.

His career began as an Executive Director at Press Metal Corporation Limited in India, where he was responsible for procuring raw materials for automotive components and overseeing plant management in Mumbai and Madras. He later led the establishment of a new manufacturing

plant from inception to completion in Tarapur, further demonstrating his expertise in large-scale industrial operations.

He holds an Associate Degree in Specialized Technology from Pittsburgh Technical Institute and has completed several professional development courses, including an advanced program in Cold Formed Steel Structure at the University of Missouri Rolla, a Value Engineering Workshop by Harold Tufty, and specialized training in engineering drawing and machine operations from U.S.-based institutions.

Beyond his corporate career, he has been deeply involved in community service, establishing two educational institutions in Karachi dedicated to improving the educational welfare of underprivileged children. These schools currently provide quality education to over 650 students under the age of 12, reflecting his commitment to social responsibility and sustainable development.