

Bashir Tabbara

Telecom, Products, Devices & Partnerships **Professional**

Director, MVNO — Terminals & Partnerships, Products, VAS & Content

- Kingdom of Saudi Arabia
- +966 53 022 4466 · +961 3 154 555
- btabbara@me.com
- linkedin.com/in/bashirtabbara

— PROFESSIONAL SUMMARY

Telecom professional with 20 years of industry experience, primarily in Saudi Arabia, specializing in MNO and MVNO go-to-market strategy and digital transformation. Holds full P&L ownership across devices, prepaid, postpaid and mobile broadband, with deep expertise in device propositions, segment-based strategy and go-to-market execution that drives revenue growth. Combines regulatory compliance, customer-experience enhancement and data-driven decision-making with a proven ability to lead cross-functional teams, negotiate complex partnerships, and deliver innovative solutions in competitive telecom markets.

— SELECTED BUSINESS IMPACT

20+ yrs Telecom leadership across KSA & the region	300% YoY device-revenue growth — Salam Mobile	10× Device-revenue growth in 7 years — stc
~75% Reduction in bad-debt expenses — stc	~35% Increase in postpaid device contracts	100+ Devices launched under subsidy program

— PROFESSIONAL EXPERIENCE

Director MVNO — Terminals & Partnerships, Products, VAS & Content

Aug 2022 – Present

Salam Mobile

Saudi Arabia

Drives the overall profitability and growth of customer segments within the MVNO with full P&L ownership — developing and executing segment strategies, optimizing product offerings, and leading cross-functional teams to enhance acquisition, retention and monetization through data-driven, innovative go-to-market strategies across Devices, Prepaid, Postpaid and Mobile Broadband.

KEY ACHIEVEMENTS

- Delivered 300% year-over-year growth in device revenues.
 - Grew service revenues by 10% year over year.
 - Launched device-affordability programs (Baseeta / Tamarra).
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Terminals Portfolio Management Section Manager

Jul 2013 – Aug 2023

stc

Saudi Arabia

Owned the full portfolio of commercial device activities — Customer Experience, Product Management, Positioning, Promotion Design and Performance Management. Led Apple's commercial and technical relationship from the launch of iPhone 4, spanning VoLTE, VoWiFi, Hotspot 2.0, eSIM, Apple Watch, iPhone Upgrade Program and Trade-In, from contract negotiation through go-to-market. Defined the consumer-devices roadmap with manufacturers and built annual smartphone and CPE forecasts, marketing plans and micro-targeted retention promotions across the device lifecycle.

KEY ACHIEVEMENTS

- Grew device revenues ~10x over 7 years.
 - Reduced bad-debt expenses by ~75%.
 - Increased the postpaid device-contract rate by ~35%.
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Senior Consultant

Apr 2006 – Jul 2013

stc — Group 7 / Adwaa Alshuhaab JV

Saudi Arabia

Launched a device-subsidy program covering more than 100 devices at Saudi Telecom Company, securing first-to-market access to the latest device technologies and owning affordability plans, launches and campaigns end to end.

- Managed development of affordability plans and device launches; liaised with external vendors on contract strategies.
- Designed BTL and marketing campaigns to stimulate usage and open new revenue streams for retention and acquisition.
- Owned budget estimation, forecasting and detailed project plans for all product-launch activities.
- Coordinated agencies, partners, suppliers and sales channels; briefed marketing management and the VP of Marketing.

Senior Consultant — Pre-Launch Marketing Lead

VIVA (stc Group, under Group 7) — Kuwait

May 2008 – Sep 2008

Kuwait

Pre-launch marketing lead for the VIVA Kuwait project, acting as product manager for client services and coordinating cross-department delivery to launch commitments on time.

- Interfaced daily with client counterparts across departments to ensure on-time delivery of commitments.
- Provided coaching and advice to managers on service-launch management.

Risk and Control Expert

France Telecom / Fal Detecon

Apr 2004 – Apr 2006

Managed at-risk customer portfolios and implemented Customer Operations strategies across Call Centre, Alfa Stores, Complaints and Back Office.

- Rotated across all customer-care functions — call center, complaints, activation, billing and collection, POS and GPRS configuration.

COMPETENCIES & CREDENTIALS

CORE COMPETENCIES

Commercial Leadership

P&L Ownership

Revenue Growth

Pricing & Packaging

Forecasting

Budgeting

Products & Devices

Product Strategy

Device Portfolio

Go-to-Market

Mobile Broadband

Lifecycle Mgmt

Partnerships

Strategic Alliances

Apple Partnership

Vendor Management

Commercial Negotiation

Contract Management

Leadership & Transformation

Cross-functional Leadership

Digital Transformation

Customer Experience

Stakeholder Management

Regulatory Compliance

TECHNICAL SKILLS

MS Office Suite

MS Project

Numbers

Keynote

Pages

LANGUAGES

Arabic

Native

English

Fluent

EDUCATION

BSc, Business Administration

Lebanese American University

2000 – 2003

Profile — 20 years in telecommunications · Based in the Kingdom of Saudi Arabia since 2006 · MNO & MVNO experience across Saudi Arabia and the wider region.