

GHAITH EISSA

Customer Experience | AI and Digital Solutions | Team Leadership

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Portfolio
ghaith.systemqtr.com

PROFESSIONAL SUMMARY

Customer experience and operations professional with 15+ years in Qatar across insurance, major international events, transportation and business development. Leads and coaches teams of up to 750 people, and uses AI to build practical apps, dashboards and automated workflows that solve real operational problems. Comfortable running a team, an organization or a large community of users, and keeping stakeholders aligned under pressure.

KEY STRENGTHS

Leading people

Teams of up to 750 across multiple venues, from supervisors to drivers and frontline staff.

Building solutions

Uses AI to design and build internal systems, apps and dashboards that replace manual work.

Customer experience

Call center leadership, chatbot and WhatsApp integration, feedback systems across branches.

PROFESSIONAL EXPERIENCE

Mobility Area Manager (Project-Based Assignments)

Nov 2021 – May 2026

Elegancia Resources, Doha, Qatar | Assignments per event, in parallel with other roles

- Led mobility operations across multiple venues for major international events, managing multidisciplinary teams of up to 750 supervisors, marshals, drivers and operational staff.
- Worked with FIFA, government authorities and contractors to keep event operations safe and uninterrupted.
- Planned workforce deployment, transportation and resources, and resolved live issues in fast-paced, high-pressure environments.
- Prepared performance reports and used the data to improve processes from one event to the next.
- Recognized with a certificate of recognition from Elegancia Resources for leadership, operational excellence and outstanding contribution.
- **Events delivered:** FIFA Arab Cup 2021 & 2025, FIFA World Cup 2022, AFC Asian Cup 2023, MotoGP 2025, Formula 1 Qatar Grand Prix 2024 & 2025, FIFA Intercontinental Cup 2024 & 2025, FIFA U-17 World Cup 2025, Match for Hope 2026, Amir Cup 2025 & 2026.

Customer Care Manager

Sep 2020 – Apr 2025

General Takaful Insurance Company, Doha, Qatar

- Managed the call center team: coaching, KPI monitoring and continuous improvement of service quality.
- Led the integration of WhatsApp Business API and an AI-powered chatbot, cutting manual work and speeding up customer response.
- Unified customer services into one platform and designed automated service workflows that simplified the customer journey.
- Designed and built internal web-based tools that automate pricing, quotations and case tracking for staff.
- Built an operational performance monitoring system for partner motor workshops and garages, improving service quality and visibility.
- Created a company-wide customer feedback framework across branches, workshops and employees, and turned the insights into service improvements.
- Restored suspended Google Business Profiles and managed listings for 9 branches, strengthening the company's online reputation.

Business Development Director

Dec 2017 – Sep 2020

PMV (Pro Manage Ventures), Damascus, Syria and Doha, Qatar

- Established the company and led its business development strategy and market expansion.
- Built partnerships with international manufacturers and secured exclusive commercial representation agreements across multiple industries.
- Negotiated commercial agreements and managed relationships with partners, clients and contractors.

- Delivered integrated solutions across construction, interior fit-out, technology and logistics.

Head of Transportation & Operations

Jan 2014 – Oct 2017

Profession Aluminum Company, Doha, Qatar

- Ran fleet and transportation operations, including maintenance planning, inspections, safety and regulatory compliance.
- Tracked the fleet with GPS systems and built performance reports on utilization, driver performance and costs.
- Cut operating costs by analyzing fuel, tires, maintenance and trip expenses, and managed the department budget.

Executive Administrator

Jul 2011 – Dec 2013

Combined Group Contracting Company, Doha, Qatar

- Ran executive office operations, contracts and official documentation with accuracy and compliance.
- Coordinated workforce allocation, accommodation and transport, plus recruitment, onboarding and HR administration.
- Managed departmental budgets and handled employee investigations and workplace concerns fairly.

CORE SKILLS

Team Leadership & Coaching • Customer Experience • AI-Assisted Solutions • Internal Systems & Workflow Automation • Process Improvement • KPI & Performance Monitoring • Stakeholder Management • Problem Solving Under Pressure • Budgeting & Cost Control • Commercial Negotiation

EDUCATION

Diploma in Business Administration, Damascus University

LANGUAGES

Arabic: Native | English: Professional

PROFESSIONAL DEVELOPMENT

Customer Experience (CX) • Data Analysis & Process Improvement

References and experience certificates available upon request