

Strategy and transformation advisor to leadership teams in asset-intensive businesses.

AED 1B+

ASSET PORTFOLIO HELD

17,000+

VEHICLES UNDER MANAGEMENT

3

MARKETS — UAE, QATAR, OMAN

15+

YEARS IN EXECUTIVE ROLES

POSITION

I advise senior executives, investors, founders, and government stakeholders on growth strategy, operating-model design, cost transformation, fleet optimisation, market expansion, and business scalability across the GCC.

Most of that experience was earned inside the P&L rather than alongside it. I have carried accountability for a AED 1B+ asset portfolio across three markets through electrification, market entry, and cost transformation at once — which means I know what those programmes cost an organisation in practice: which assumptions fail first, where capability runs out before capital does, and how long alignment actually takes to rebuild after a structural change.

That is the perspective I bring to a board or leadership team weighing the same decisions — a bridge between high-level vision and what an organisation can actually execute with the team it has.

SECTOR DEPTH

Mobility and transport, automotive retail and aftersales, fleet leasing and rental, logistics and remarketing, asset-heavy operations, and public-private stakeholder programmes. Group electrification lead for the largest EV fleet in the UAE; member of the Al-Futtaim 2025 Growth Strategy steering committee.

CURRENT ROLES

Al-Futtaim Financial Services, Hertz & MOOV by AF

General Manager — Fleet, Mobility & Logistics · 2021—

Eva Elite Consulting

Managing Director · 2011—

Columbia Business School UAE Chapter

Vice President · 2010—

GLG · AlphaSights

Expert advisor — mobility & automotive

EARLIER

Houst (Dubai GM / Partner) · Avis Rent a Car, Dubai — rental, leasing, passenger transport and fleet maintenance across nine years · Renault–Nissan · Maersk Line.

CREDENTIALS

MBA, International Business · BSc, Industrial Engineering · Executive programmes in General Management and Digital Marketing, Columbia Business School · Six Sigma Green Belt · Corporate risk management, Ernst & Young.

01

Strategic Diagnostic

FOUR TO SIX WEEKS

A focused review of a defined problem — growth, cost, operating model, or fleet performance. Interviews, data review, and a written set of findings with prioritised recommendations and an execution sequence.

02

Retained Advisory

ONGOING, MONTHLY

A standing relationship with a CEO, board, or leadership team. Regular sessions on live decisions, plus availability between them. Suited to organisations in transformation or entering the GCC market.

03

Expert Consultation

SINGLE SESSIONS

One-off calls for investors, funds, and corporates needing sector insight on automotive, mobility, transport, leasing, or fleet in the GCC. Available directly or through GLG and AlphaSights.

THE FIRST CONVERSATION

Every engagement starts with a short, no-obligation call. It is a working conversation, not a pitch — by the end you should know whether I am the right person for the problem, and if so, what a scope would look like.

- 01 The decision or problem in front of you, and what has already been tried.
- 02 Where the real constraint sits — strategy, operating model, capability, or stakeholder alignment.
- 03 Whether my experience is genuinely relevant, or whether someone else is the better fit.
- 04 If it is a fit: the shape of an engagement, what it would produce, and over what period.

WHAT I DO NOT TAKE ON

- Implementation staffing or interim resourcing. I advise; I do not backfill teams.
- Work where the decision has already been made and the analysis is needed to justify it.
- Competing on price against large firms; scope is sized to the decision, not to a procurement cycle.
- Engagements without direct access to the people accountable for the outcome.

PRINCIPLES

Findings, not decks

Written recommendations you can act on, sized to the decision rather than the budget.

Operator's view

Every recommendation is tested against whether it can be executed by the team you have.

Direct engagement

You work with me. No leverage model, no rotating juniors.

Confidentiality

Client work is not published or named without explicit permission.

RECOGNITION

Four-time recipient, Dubai Award for Sustainable Transport (DAST). Speaker on fleet optimisation, lifecycle cost, and operational excellence at industry forums in Dubai, Kuala Lumpur, and California.

To discuss a problem, start with a short call.

shahriar.me • linkedin.com/in/shahriar-rezvani-b1514921 • Dubai, United Arab Emirates