

INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

SAUDI ARABIA

BARAA SHAKER

Company: Loul FZE

Role: CEO & Founder

Target market covered: Saudi Arabia

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Mr. Shaker is an accomplished entrepreneur with over 35 years of experience in ICT, digital transformation, and consulting across the M.E., particularly in Saudi Arabia. He leads innovative initiatives in cognitive cities, 5G monetization, and city-as-a-service. As the founder of Loul and co-founder of Be-link, he has dedicated over a decade to AI, business development, and renewable energy. His extensive experience includes roles at HP Enterprise, Cisco, and Tellabs/Infinera, and he advises companies such as Nokia, ZTE, and Business Finland. His impactful projects span various sectors, focusing on green energy and technology-business integration, while he actively engages on social media.

Expert summary for companies:

- Market-entry strategy and buyer positioning for Saudi Arabia: Local addressable market and demand, gaps, competition, perceived unique value propositions, and the roadmap.
- Smart City and Public-Sector Opportunity Mapping: Full Cycle & Mapping; Stakeholders, Regulators, Budget, and ROIs, including PIF, DGA, MCIT, CST & MOMRA.
- Partner, distributor, and pilot project introductions: Well-positioned, experienced & reach to the most of the major technology suppliers (AMs) and preferred channels.
- Sales readiness review and local value proposition refinement: being recognized as an ICT mega-deals hunter and deals closer, also known for his sharp attention to detail and logical approach.
- Support during export missions and buyer meetings: being a superlative sales leader, customer-facing, and a negotiator.

SECTOR EXPERTISE

- ICT Solutions, AI & Smart Solutions, wearables & Digital Transformation.
- Data Centers Facilities & Tenant Acquisition.
- IR 4.0; Industrial and Mining.
- Physical Security HCIS.
- Crowd and Traffic Management.
- UAVs (Drones) and Anti-Drone Systems.
- Environmental, Green, & Sustainability - ESG.
- Renewable Energy, EV, Green Hydrogen and Recycling (Waste to Energy).
- Tourism, Entertainment & Sports.

TYPE OF SUPPORT PROVIDED

- Market readiness assessment: Local addressable market and if there are any customization.
- Business model review: customize the proposed to adapt to the Saudi market and culture.
- Market-entry strategy: all above; additionally, set practical targets and weighted investment, competition, roadmap, P&L and ROI.
- Sales strategy: Targets and incentives weekly projections/CRM, define must-win deals and POCs with a strict action plan for the proper set targets.
- Pricing / commercial model advice
- Marketing and localisation advice
- Public-sector procurement guidance
- Partner search
- Distributor / reseller search
- Buyer mapping
- Lead generation
- Investor / ecosystem introductions
- Support during local meetings
- Risk, compliance, or local business culture advice

TARGET CUSTOMER AND NETWORK ACCESS

- SPs such as STC, Mobily and Dawiyat
- DataCenters facilities such as C3
- PIF and PIF affiliates
- HUMAIN
- Mega Cities
- DGA, SADAIA, CST, and MCIT
- Public Sector (all, from Rural Affairs and Foreign Affairs to all Military) and their business arms/companies
- Education and Health
- O&G
- Industrial and Mining, including Logistics, Transportation, and Ports.
- SABIC, MODON, ACWA POWER
- Power and Utilities
- Aviation and Space
- Financial Svcs
- Large Groups, Holding Companies, and Enterprises
- Tourism, Sports, Hospitality, and Entertainment
- EXPO 2030 and World Cup 2034
- Saudi Investors for Syrian Projects in Aviation, Power, Water Desalination, Telecom Infrastructure, and Data Centers