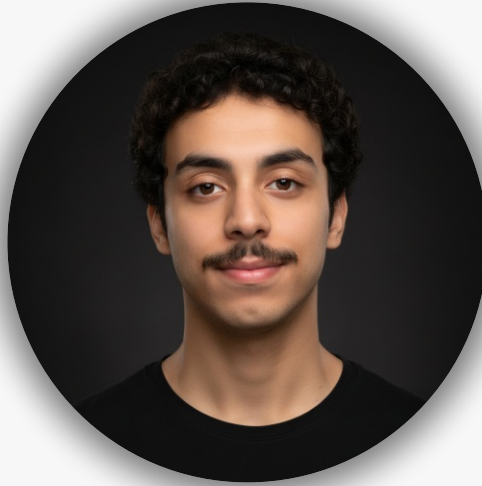




Salman Alfares

Entrepreneur and Business Process Automation Expert

Kuwaiti - Kuwait

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Who is Salman Alfares

Salman Alfares is a Kuwaiti entrepreneur and technology expert specializing in Business Process Automation (BPA). He is the Founder and CEO of Routekey. Alfares focuses on guiding businesses through the transformation from manual operational processes to intelligent digital systems, aiming to enhance efficiency, boost productivity, and reduce costs. Alfares is highly active on social media platforms such as YouTube, Instagram, and TikTok, where he provides educational content targeted at business owners and entrepreneurs. His videos and posts explain the concepts of automation and how to apply them across various business sectors, including restaurants and retail. He also offers practical advice on improving work environments and modernizing management systems. Through his digital presence, Alfares aims to promote a culture of digital transformation, empowering companies in Kuwait and the broader Arab region to adopt innovative technological solutions to meet market challenges.

Achievements of Salman Alfares

Salman Alfares founded the company "Routekey" with the goal of providing advanced solutions in business process automation. Through his work, he helps companies analyze and identify manual procedures that can be converted into automated systems, contributing to improved operational accuracy and reduced reliance on repetitive tasks. Alfares has successfully built an influential presence as an expert in his field across social media platforms. He offers practical consultations and advice on digital transformation, sharing his expertise with a wide audience of entrepreneurs, which has established him as a key voice in simplifying and applying technical concepts within the local business environment.

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