

Sameh Hablas

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Senior business transformation executive with 20 years+ experience in technology & 4IR , digital platforms, cybersecurity, management consultancies, digital customer experience solutions, corporate operations and business process transformation within industry and management consulting services. Holder of UAE 10 Years Golden Visa for Exceptional Talent.

Lead & practice Judge - Jury Member & Mentor UAE Hackathon, UAE Telecommunications and Digital Government Regulatory Authority – TEDRA

Direct experience with Government, Retail, Insurance, Banking, Manufacturing, Construction, Real Estate, Facilities Management, Oil & Gas, Utilities, Educations (Schools & Universities), Media and Telecom sectors within Front Office Line of Business and Corporate Services for Finance, Procurement, Human Resources and Technology.





Specialties:

1. Digital Transformation across Customer Experience and Employee Experience.
2. Governance, Risk & Compliance (GRC) heading end-to-end delivery & practice development.
3. Global Business Services (Finance, HR, Supply chain, Procurement, and IT), Shared Services and BPO Advisory.
4. Robotics Process Automation and Artificial Intelligence (AI) IT, Finance, Treasury, & Customer Services.
5. Business Operations Automation.
 - Accounts Reconciliations and Inter-company Accounting Automation.
 - P2P and O2C Document Management Solutions.
 - Working Capital Management, Credit and Collections Automation.
6. Post-Merger Integration and Divestitures.
7. Cyber Security, IRM, Risk Modelling, and Risk Reporting & RSA Platform Tutor.
8. Organizational Change Management and Business Communications.
9. Target Operational Model and Strategy Development.
10. Analytics, Enterprise Performance Management, Data Architecture, BI & Cloud Data Platforms.

- **Government Excellency Award Named Premier Excellency Employee**

- **Winner awarded the ((Best Digital Transformation Consultancy 2020))**
<https://www.mea-markets.com/winners/al-danah-information-systems-solutions/>

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Holder of UAE 10 Years Golden Visa for Exceptional Talent

COO | CIO | CTO | IT DIRECTOR | CHIEF DIGITAL OFFICER | GRC | CISO | AI | Management

(Management Consultancies / Programme Management / GRC & Digital Services Lead)

Senior-level professional experienced in public and private companies spanning over 20 years+ with extensive project consulting & implementation expertise! I am a dynamic and efficient delivery manager; able to strike the right connect with all the internal and external stakeholder is with and experience of managing a \$30+Million project portfolio. Undertaken key strategy and operational IT leadership positions with government departments, universities and multinational corporations in the United Arab Emirates. Skilled in directing IT infrastructure, information security, Direct Microsoft Professional Program in Artificial Intelligence, carrying out technology - 4IR , Digital Transformation /AI/ERP/CRM/infrastructure projects, developing IT strategic plans, IT auditing and creating process/system policies. A committed and focused leader comfortable building, empowering and directing diverse teams. Strong organizational skills allied to well-developed interpersonal and influencing skills have underpinned an ability to successfully advise and engage CIOs, Chairmen and CEOs on IT strategy, project management, technology implementation, and IT security and infrastructure responsibilities, aligning these with the organization's strategic initiatives. In-depth knowledge of the wide-ranging business, government and societal benefits of IT developments, notably Cloud Computing, have made them a sought after keynote speaker and recognized industry expert within the region and beyond.

Winner awarded the ((Best Digital Transformation Consultancy 2020))

<https://www.mea-markets.com/winners/al-danah-information-systems-solutions/>

CORE COMPETENCIES

Digital Strategy & Planning	People & Resource Management	Vendor Management
Quality Assurance & Audits	Technology Specialist - 4IR	Outsourcing Management
Artificial Intelligence	Demand & Change Management	Risk Assessments and Mitigation IT
Solution Design & Implementation	IT infrastructure	Continuous Improvement IT Strategy & Innovation
Project Scoping & Delivery	Contract Negotiation Support Enterprise/Business	Business Development Support Marketing & Sales Strategy
IT Cost Optimization & Investment	Solutions Architecture	Software Development Life Cycle SDLC

KEY SKILLS AND ACHIEVEMENTS

Digital Transformation & Innovation –at the government sector with UAE Telecommunications & Digital Government Regulatory Authority TEDRA UAE Hackathon , Judge - Jury member to evaluate the nominated team to be name for the award & also Mentor for young teams to Support the team with expertise for AI, Innovation, Digital Transformation, Technology, Platforms & Cybersecurity & Lead & Evaluating the solutions presented by the participating teams based on the given criteria.

Digital Transformation –actively at the retail sector in Dubai with Sharaf Group (Sharaf DG) & Union Coop , leading digital innovation by harnessing the potential of new and emerging technologies strengthen the governance of digital transformation to adoption, As head of digital channels practice portfolio, I have exceptional effort in transforming operations developed and delivered digital strategy & road-map to support POS , E-commerce , Platforms , warehousing.

Digital Transformation –actively At the Saudi Customs, Ministry of Finance of Saudi Arabia, King Saud University , strengthen the governance of digital transformation to adoption of Vision 2030 , As head of digital channels

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practice portfolio, I have developed and delivered digital strategy & road-map to support Saudi Vision 2030 comprising of Digitalfactory, Innovation, Project Management Office & Transformation roadmap AI, SDLC & RPA.

High Level AI, IT Security & Quality Assurance – expert in guiding the selection & procurement process as well as giving high quality technical security assistance. Effectively directs enterprise-wide information security plans execution to protect the confidentiality, integrity and availability of the company's data, applications, IT infrastructure & AI techniques.

As Project Director and Senior Expert Consultant at the Ministry of Interior, I played a vital role in the organization's digital transformation journey & ISO Certifications in Information Security ISO 27001-2013 & Information Technology Management Systems ISO 20000-1-2011.

in addition to NESAs Served as the Management Representative with certification bodies and led internal audit activities for Dubai Customs, Dubai Culture, Dubai Roads and Transport Authority ISMS. Also gave aid in preparing for the ISO 27001 & ISR certifications.

IT Infrastructure and Operations – actively participates in assessing and analyzing business needs, determining priorities, developing strategic implementation plans, resource allocation, budgeting and cost sensitivity, as well as leading others and driving results. At the American University of Ras Al Khaimah established the IT department, developed an international standard compliant data centre, prepared all the business processes and built the Microsoft Dynamic NAV ERP. Establishing computerized campus management systems and a students' portal resulted in saved time and improved user experience for students and tutors & Building the Data Centre with new IT infrastructure.

Project and Program Management – instrumental in directing budgeting, strategic and tactical planning, business processes and database system strategy. Skilled in timely, cost effective and successful delivery of technology solutions for the organisations by assisting clients in setting up project management practices aided by using enterprise project management tools. Directed IT projects as part of the Government of Ras Al Khaimah's Finance Department and as a member of the university's PM Committee. Successfully managed the ERP project, Technology Specialist - 4IR, saving substantial time on the transition process. Effectively archived the systems including the HR central systems. Performance recognized by awarded the **Excellency Award Named Premier Excellency Employee** (a 2006 Sheikh Saqr Excellence Award) by Government of RAK and letters of appreciation for innovation and creativity.

Client Management – well developed interpersonal skills coupled with strong influencing and negotiation skills have enabled effective management of complex projects. Successfully operated as the Director of Practice for the Wipro Governance Risk and Compliance Practice (GRC) & Digital Transformation project in the Middle East.

Business Reengineering and Change Management - Guiding organisations over time through the transition from legacy environment to the highly advanced technology platforms like SAP, Microsoft, Oracle.

Instrumental in customizing international best business practices in many areas including, but not limited to, process industry manufacturing, packaging, quality management, sales and distribution, maintenance, research and development, finance, production equipment's calibration, automatic weighing and dispensing, etc.

Leadership/Stakeholder Management/Interpersonal Skills - Spearheading IT and business projects milestones and reporting progress/status to senior management and board members, Achieving project expectations with team members and other stake holders while delegating tasks effectively. Efficient in resolving issues and conflicts within the project team.

High Level Digital – AI – GRC Help organizations achieve several objectives, including: **Improve business processes and productivity across the organization**. Deliver better user experience and employee engagement. Manage business risks. Control and optimize costs.

The winner awarded the ((Best Digital Transformation Consultancy 2020))

Named Premier Excellency Employee (a 2006 Sheikh Saqr Excellence Award) by Government of Ras Al Khaimah.

PROFESSIONAL EXPERIENCE

Al Danah Information Systems Solutions (DISS), UAE

2013 – Present

Chief Digital Officer & Winner awarded the ((Best Digital Transformation Consultancy 2020))

Established in 2013 this Digital Management Consultancies Company providing outsourced services to arrange of clients in the Middle East. Set-up IT compliance solutions centre on company, regional and industry policies, standards, regulations and best practices. Leveraged own network to drive business development with new and existing contacts. Negotiated favorable terms with customers, suppliers, government departments and other key contacts. Directed and controlled workflow and resources. Organized people management, quality assurance, financial controls, research, and development. Direct & Manage Microsoft Professional Program in Artificial Intelligence (AI), Tutor RSA Archer, Digital Transformation Strategy, Implemented risk management, diversity, inclusion, and systems testing along with the associated data management protocols and processes. These activities have established the company at the fore front technology application and service quality. Under took variety of direct & in-direct projects & consultancy roles including:

Project Awarded List – Consultancies:

Ministry of Interior - UAE	RTA The Roads and Transport Authority- Dubai	Dubai Customs	Saudi Customs & Saudi Vision 2030 Digital Transformation
UAE Telecommunications & Digital Government Regulatory Authority TEDRA		Central Bank of the U.A.E.	Ministry of Hajj & Umrah in line with KSA Vision 2030
Dubai Airports	Department of Health - Abu Dhabi -HAAD	Dubai South	The Executive Council -Dubai
VIVA Kuwait	General Secretariat of The Executive Council – Abu Dhabi	American University of RAK	Dubai Culture
Ajman Municipality	RAK Municipality	Dubai Municipality	Abu Dhabi Municipality
Ingram Micro	Wipro	Paramount	MP – Germany
BCG Consulting	Aramco - KSA	Ministry of Finance Saudi	King Saud University
Emirates Catering	National Bank of Abu Dhabi	Ministry of Interior– Bahrain–Customs Department- Digital Transformation Office	Department of Finance –Abu Dhabi

Project Digital Transformation (Saudi Customs, Ministry of Finance Saudi, King Saud University) Director Core Application & Channels Senior Expert & Founder - Application Delivery Project Management (Digital Transformation – AI –Demand-SDLC & Saudi Cybersecurity Framework) Lead

Oversee functions implement by Accenture, PwC, EY, and Microsoft & PEGA.

Lead the growth of Saudi Customs Robotic Process Automation practice from opportunity identification, business case development, operating model design, change management and full life implementation/enablement of RPA & AI.

Manage, support and develop Advanced Analytics using Artificial Intelligence, Machine Learning and Big Data ecosystem within IT & Digital Transformation Office

Professional functional advisory services focus on helping solve client problems by offering both strategic and operational.

Problem solvers with extensive consulting and industry experience, helping our clients solve their complex business issues from strategy to execution. Specific responsibilities include but are not Develop concrete, detailed plans for an IT projects within Core Application and Channels, including the schedule, the budget, outlining the duties of each team members, identifying project goals, and setting a time line for the project.

Support change management by participating in change committees, executing application transitioning

Oversee projects to ensure timely and efficient execution in compliance with management and quality standards and reporting progress to PMO & DTO .

Support overall RFP content development and coordinate input from application architects, business analysts, as well as other sections within the IT organization (AI, DT, EA, ADD ...) & expert specialist - 4IR.

Oversee the development of project plan and initiate project mobilization by confirming project scope, estimate, resources, roles and responsibilities.

Monitor and control of the execution of projects throughout the service development process until service is released, tested & deployed.

Work with Big Data and Enterprise Architecture team ensure that Big Data landscape has required components for Artificial Intelligence (AI) & Digital Transformation (DT) .

Project Ministry of Interior – Federal UAE Ministry

Feb 2017–Feb 2020

Project Director Compliance and Lead Consultant – Digital Transformation - GRC–Information Security & Electronic Auditing

Advisory service for the Strategic Department & Digital Department (Security & Auditing)

Monitored and advised on the enhancement of information security management system maturity.

Lead the project implementation for GRC tool RSA Archer.

Lead the project to meet the NESAs requirements.

Carried out Minister of Interior project related to ISMS benchmarking.

Update & Enhance the QMS, policies and procedures & translated to Arabic.

Coordinate with certification bodies regarding ISO 27001:2013 certification.

Preparation of Awareness Material.

Lead Risk Assessment Meeting with Project Stakeholders.

Government of Dubai

Project

Dubai Culture

Apr 2016 – May 2016

Project Manager (Compliance) and Lead Consultant

Provided advice on strategic projects, and managed teams and outsourced companies.

Led internal audit operations for ISMS, managed service delivery for technology, and consulting services within organization and their vendors.

Management Representative with certification bodies as well as led the new projects for network, datacenter

Senior Consultant, IT Quality Assurance | IT Audit Manager

Monitored and advised on the performance of the division's quality management and procedure system.

Effectively led the consultant team to work on several strategic projects while developing, implementing and reporting on quality management strategy and plans.

Advised and analyzed IT requirements and QMS, policies and procedures and provided independent and objective advice on the use of IT and QMS achieving the best possible business and technical outcome.

Served as an IT Audit Manager and coordinated with all customs centers in Dubai airports, Jabel Ali, etc.

Functioned as a Project Manager and carried out Dubai customs projects related to ISMS and ITSM. Coordinated with customers to determine requirements and liaised with staff at all levels of a customer's organization.

Advised how to use information technology to meet business objectives or overcome problems while developing and assuring the implementation of different types of audits and assessment activities.

Acted as a Dubai Customs Management Representative for both ISO27001&ISO20000 standards & ISR.

Ensured the division has continued compliance and certification to the integrated management system.

Achievements:

Brought projects back on track by setting up a tracking system.

Created a project delivery plan that enabled an effective handover.

Reviewed and updated all policies incorporating IT and security awareness.

Upgraded ISO certification 2013 through project coordination across four different operating units– will send article

Wipro Limited, Dubai**May 2016- May 2018****Director - Practice Partner - Digital Transformation & GRC**

Brought on board specifically because of technical, practical and linguistic capabilities to manage federal and government retail client negotiations and service delivery across a range of complex accounts aimed at developing a business plan for the region. Remotely managed 250 employees in the region. Functioned as a Director Senior Partner for Governance Risk and Compliance Practice(GRC) & Digital Transformation in the Middle East. Performed and supervised engagements in a wide range in the field of information and technology, risk covering, IT governance, project risk, and information security management, infrastructure and operations security, IT and business process controls.

Assisted organization in complying with requirements such as Digital Regulate, ISO 27001 , ISO 20000, ISO27001, COBIT and ITIL. Advised across all industry sectors including financial services, construction , retail, consumer products, manufacturing, hi-tech, energy and utilities, telecoms and media.

Achievements:

-Managed all federal and government accounts in GCC area that were at various stages of development, creating cohesive and compliant documents.

Finalized the **Government of Dubai - Project RTA** Dubai project (ISMS, ISR&GRC Tool); National Bank of Abu Dhabi, Emirates Airlines catering, Telecommunications Authority, Qatar Foundation and VIVA Mobile Kuwait & Bahrain & **Government of Abu Dhabi – HAAD Health Authority - HIS& Different Government Critical Projects**

-Managed retail sector in Dubai with Sharaf Group (Sharaf DG) & Union Coop .

American University of Ras Al Khaimah**Jan 2012–Feb 2015****Director of Information Technology & Instructor**

Appointed because of a successful record of accomplishment within Govt of RAK & RAK Municipality. Created a new IT Department and resultant IT infrastructure, strategy, policies and procedures. Engaged in negotiations with the Government, university's leadership team, faculty heads and vendors in defining strategic and operational objectives, security, compliance, risk management, resourcing and people management issues. Reported to the VP - Administrative Affairs and grew department from one other person to 21 people.

Efficiently developed and implemented a university-wide IT governance model and information security framework based on COBIT 5, ISO/IEC 20000 and 27001.

Spearheaded implementation of latest messaging and collaboration system unified IP telephony system, unified wireless system and Microsoft OS and Office applications.

Provided analytical and technical assistance to project team for software development, e-services, systems, and network, security, helpdesk and governance sections under the IT department.

Served as an IT Instructor in Centre for Continuing Education and delivered teaching skills in information technology. Engaged as Projects Director for IT Projects and a Member in PM Committee for the university.

Achievements:

Led the delivery of the following projects for examples:

ERP MS Dynamic NAV & CampusVue and Online Application Admin Module	Online Admissions Application	CCE Management
E-payment Gateway	Bookstore Management	Blackboard Integration with CampusVue
Financial & Auditing Information System with integration to MS NAV	Password Management	Online and Offline Inquiry Management
CampusVue Test Student Cloning	Web Site Editor Management	Attendance Report
Application Manager	Checklist Management	Online Survey Management
HR Portal integrated with MS Dynamic NAV	Online Course Evaluation	4IR Projects

Ras Al Khaimah Municipality**Jun2008–Dec2011****CIO / IT Expert / Head of E-Services**

Reported to the General Director and led a team to advising the department on deployment and operation of information technology to meet their business objectives and challenges. Managed coordination with clients and end-users for clarification of business requirements, requirement finalization and scoping of various projects.

Achievements:

Led the delivery of major ERP upgrade for Municipality functions, Finance, Human Resources, Customer Care and Billing, Maintenance Management, accelerating the transaction process from several days to a few minutes that produced 40% saving in license costs.

Delivered EDMS archiving system upgrade making all computer systems compatible with the new, dynamic database. Over 1 million documents digitized and integrated with the geographical system speeding up search facilities and significantly reducing storage costs.

Developed and revised the business/IT strategy to remain up to date and competitive. Ensured effective delivery of IT services to the group administration across multiple locations.

Successfully delivered ERP, technical risk assessment process, IT service desk implementation and GIS projects.

Performed documentation of system specifications based on actual work practices and the nature of their business for design and development of optimal solution.

Engaged in defining software, hardware and network requirements and POC presentation and approval, developed agreed solutions and implemented new systems.

Supported change management activities including review and analysis of change request/problem tickets, solution development and change implementation.

Conducted daily TAM administration routines as well as team development and people management activities.

Government of RAK – E-Government, Central Finance Department, UAE Nov 2005 – Mar 2008**Head of IT**

(Named Premier Excellency Employee) (a 2006 Sheikh Saqr Excellence Award) by **Government of Ras Al Khaimah**.

EARLY CAREER

VergiTech Corporation FZE,UAE IT Manager	Apr 2008– Jun2008
Government of RAK – E-Government, Central Finance Department, UAE Mar 2008 Head of IT (<u>Named Premier Excellency Employee</u> (a 2006 Sheikh Saqr Excellence Award) by	Nov 2005 –
Government of Ras Al Khaimah.Gulf Pharmaceutical Industries, UAE Oct 2005 IT Officer	Jul 2004 –
Egyptian Computer System Company - RAVAN,Egypt Head of Hardware Technical Support	Jun 1999 – Oct 2003

AWARDS

Best Digital Transformation Consultancy	2020
Ministry of Interior -UAE	2019
MyWipro Digital Platform Award	2016
Ministry of Higher Education –UAE	2013
Gitex Speaker	2013
RAK Police HQ	2010
Premier Excellency Employee	2006
Innovation Government of Ras Al Khaimah	2007

ADVISORY POSITIONS

GLG	Jan2020–Present
AlphaSight	Jan 2019–Present
Saudi Customs–Riyadh-HQ	Dec2018–Present
Ministry of Interior-UAE-HQ	Feb 2016 –Present
Dubai Customs –Strategic Transformations Expert	Apr2015–Present
Microsoft Artificial Intelligence Expert	Feb 2016 –Present

KEYNOTES & EVENTS

Focusing on Operational Excellence in Digital Transformation	Jan 2023
Intersec	Jan 2022
Digitrans 2018 the Digital Transformation Forum, Dubai	Oct 2018
Digital Transformation Summit- Abu Dhabi	Sep2018
The Artificial Intelligence Forum-Dubai	Apr2018
Cloud World Forum MENA	Apr2015
Datamatix Gitex Conference, Dubai, UAE	Oct 2013

PROFESSIONAL QUALIFICATIONS

Microsoft Certified MCTS, MCSE, MCDBA, MCP.
Lead Auditor Certified ISO 27001, ISO 20000, ISO 22301. PMI, ITIL, ISACA, BSI, CISA. Microsoft AI, COBIT Framework, Digital Transformation, TOGAF& Archimate. Quality Management and Project Delivery Management.International Standards Deployment & Excellence Awards & programs Deployment, Enterprise Risk Management, EFQM, Six Sigma Yellow Belt., Scrum Fundamentals Certified (SFC)

EDUCATIONAL QUALIFICATION

London Business School Master Class Management Organizational Leadership, Managing the Company of the Future.
Digital Transformation Certified University of Virginia. Bachelor of Commerce–English Section– Tanta University.

PERSONAL DETAILS

Date of Birth: 7th Aug 1980

Nationality: Egyptian, Hold United State B1/B2 Visa

Marital Status: Married

Driver's License: UAE