

Adel Ammari

Information Technology Director

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PROFILE

Strategic executive advisor with over 18 years of leadership in technology and digital transformation. Experienced in developing and executing IT strategies that drive business value and align with organizational objectives. Proven ability to lead large-scale IT transformations, optimize multi-cloud infrastructures (Azure, Oracle, AWS, GCP), and integrate emerging technologies such as AI, IoT, and automation. Recognized by EXITO in 2024 as one of Saudi Arabia's top 50 leaders to watch for Digital Transformation and Data Center. Extensive experience across MENA, GCC, and UK regions, aligning technology initiatives with strategic goals to boost enterprise performance, foster innovation, and ensure sustainable success.

CORE COMPETENCIES

- **Technology Strategy & Vision:** Aligning technology initiatives with business goals, developing strategic IT roadmaps.
- **IT Transformation:** Leading large-scale IT transformation projects, system replacements, and process improvements.
- **Enterprise Architecture:** Designing and implementing enterprise-wide technology architectures, including cloud and on-premises solutions.
- **Innovation Leadership:** Driving innovation through emerging technologies such as IoT, AI, and cloud services.
- **Vendor Management:** Selecting and managing technology vendors, ensuring seamless integration of solution components.

EXPERIENCE

CENOMI CENTERS

Riyadh, Saudi Arabia

Director of Information Technology Operations

Feb 2017 - May 2024

- Developed and implemented information technology strategies aligned with business goals.
- Led and mentored a high-performing IT operations team of 13 members, managing IT Infrastructure, Cloud, Support, Network, and Security functions, while driving a 50% increase in system reliability through key initiatives.
- Directed the design, implementation, and maintenance of reliable and secure IT systems, achieving ISO 27001 certification and enhancing overall security posture.
- Formulated and enforced IT policies, procedures, and best practices, ensuring compliance with regulatory standards and minimizing downtime due to security breaches.
- Managed IT budget, negotiated contracts, and maintained vendor relationships, realizing significant cost savings of over 60% by optimizing cloud usage and renegotiating vendor terms.
- Developed and implemented incident response and disaster recovery plans, ensuring business continuity with a 99.9% system uptime during critical operations.
- Mitigated IT risks protecting organizational assets, leveraging advanced tools like SIEM, XDR, and DLP to proactively reduce cybersecurity incidents.
- Collaborated with other departments to address technology needs.
- Ensured effective communication and coordination between IT and other business units.
- Implemented KPIs to monitor IT performance, enhancing SLA adherence and enabling better alignment with business objectives.
- Facilitated continuous team development through training programs.
- Ensured IT operations complied with regulations and industry standards, maintaining consistent audit readiness and alignment with industry certifications.

CENOMI CENTERS

Riyadh, Saudi Arabia

Appian BPM Technical Delivery Manager

Aug 2014 - Jan 2017

- Transformed and automated processes, increasing productivity by 80%.
- Got a promotion to the position of Director of IT Operations.

MOBILE CHANNELS COMPANY
Projects and Operations Director

Amman, Jordan
Jul 2013 - May 2014

- Optimized DevOps processes, boosting productivity by 30%.
- Directed daily technology operations to maintain quality and enhance efficiency.
- Led successful execution of multiple projects.

EBECS LIMITED
Microsoft Dynamics AX & CRM Functional Consultant

Amman, Jordan
Nov 2010 - Jun 2013

- Led pre-sales activities, analyzing client needs and crafting tailored solutions.
- Implemented Microsoft Dynamics CRM and AX projects for clients in the United Kingdom, including Aston Martin.

ESENSE SOFTWARE
Senior Appian BPM Lead Consultant

Amman, Jordan
Dec 2007 - Aug 2010

- Led the Appian BPM Functional Team.
- Executed major Appian BPM Suite implementations in government and private sectors.
- Conducted business process re-engineering and process mapping/modeling.

UNITED BUSINESS APPLICATIONS (UBA)
Senior Sage Accpac Certified CRM Consultant

Amman, Jordan
Feb 2006 - Dec 2007

- Delivered end-to-end project implementations successfully.

COMMUNITY DEVELOPMENT GROUP (CDG)
Systems Administrator

Amman, Jordan
Jul 2005 - Jan 2006

LANGUAGES

Native Proficiency in Arabic (C2), Fluent in English (C2), Intermediate in Russian (B1).

EDUCATION

THE UNIVERSITY OF JORDAN

Bachelor of Science in Computer Information Systems (CIS) - Information Technology - Computer Science 2005
Amman, Jordan

KEY ACHIEVEMENTS AND TECHNICAL HIGHLIGHTS

- **Cloud Migration:** Successfully led a cloud migration project that transformed the company's IT infrastructure, resulting in a 50% increase in system reliability and a significant reduction in operational costs.
- **IoT Strategy:** Developed and implemented an IoT strategy that integrated advanced sensor technology with real-time data processing, driving significant improvements in operational efficiency.
- **Team Leadership:** Managed 33+ professionals across multiple teams and projects.
- **Budget Management:** Oversaw multi-million-dollar budgets.
- **Cloud-first Strategy:** Created and executed a cloud-first strategy.
- **Cloud Infrastructure Management:** Managed 35+ servers, 22 firewalls, and 70+ SaaS applications across Azure and Oracle Clouds.
- **SAML 2.0 SSO:** Configured all applications with SAML 2.0 single sign-on for streamlined authentication and enhanced security.
- **Cost Savings:** Achieved over 60% savings by optimizing cloud usage, uptime, and utilizing reserved instances.
- **ISO Certification:** Secured ISO 27001 certification.
- **Cybersecurity:** Managed cybersecurity initiatives including SIEM, XDR, MDM, DLP, IRM, SOC, NDR and security awareness training.
- **Footfall Analytics:** Implemented footfall analytics in 19 malls using 250+ AI enabled sensors.

- **Digital Signage:** Executed digital signage projects involving 200+ screens.
- **Platform Migration:** Coordinated the migration between Microsoft 365 and Google Workspace.
- **Cloud Backup and DR:** Established cloud backup for all M365 services and implemented a disaster recovery plan.
- **ERP and CX Projects:** Successfully implemented ERP and CX projects with both Infor and Oracle.
- **Eco-friendly Printing Initiative (ESG):** Implemented cloud printing solutions aimed at reducing waste and energy consumption while promoting a culture of reduced printing.
- **Indoor Positioning:** Implemented digital maps for 22 malls with indoor positioning using blue dot technology, eliminating the need for additional infrastructure investment.
- **Smart Office Tech:** Installed and configured guest Wi-Fi and smart office technologies, increasing productivity by 40%.
- **Signature Solutions:** Implemented email signature solutions for 750+ employees and deployed digital signature solutions.

SKILLS

Leadership | Digital Strategy | Information Technology Management | Project Management | Digital Transformation | Cloud Computing (Azure, Oracle, AWS, GCP) | Cybersecurity Awareness and Implementation | Emerging Technologies (IoT, AI, VR, AR, Automation, Blockchain) | Network Design and Implementation, RTLS | Enterprise Software (ERP, CRM, BPM, RPA) | IT Operations | Security Policy Development and Enforcement | Microsoft 365 | Google Workspace | Data Analysis Tools (Excel, Power BI) / Big Data | Decision Making | Problem-Solving | Critical Thinking | ITIL Framework | Data Lake Management | Analytical Thinking

COURSES AND CERTIFICATES

- Certified Oxford Artificial Intelligence Programme 2024, University of Oxford
- Certified Google Cloud – Cloud Digital Leader (CDL)
- ITIL Foundation Certified
- Project Management Professional (PMP)
- CISSP
- Oasis500 Mini-MBA bootcamp, wave 21
- Microsoft Certified: MCTS, MCBMSS
- Sage Accpac Certified CRM Consultant

AWARDS AND RECOGNITIONS

- Recognized by EXITO as one of Saudi Arabia's top 50 tech leaders to watch in 2024 – DT50 – Digital Transformation
- Recognized by EXITO as one of Saudi Arabia's top 50 tech leaders to watch in 2024 – DATA50 – Data Center
- Led the team which was awarded the Best IT Service Transformation Award from IDC, 2018
- 1st Prize Winner "Business" Orange Apps Awards
- 3rd Prize Winner "Entertainment" Orange Apps Awards