



MOSTAFA TEST

DIGITAL TRANSFORMATION MANAGER

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1. EXECUTIVE SUMMARY

Results-driven Digital Transformation Manager with 8+ years of experience leading enterprise-wide technological innovations, process optimization, and complex change management initiatives. Proven success in bridging business strategy with technical execution to drive substantial ROI, modernize mission-critical systems, and cultivate high-performance organizational cultures.

2. TECHNICAL & METHODOLOGICAL COMPETENCIES

Project Management:	Agile, Scrum, Kanban, Waterfall, PMP, SDLC
Enterprise Systems:	ERP (SAP, Oracle), CRM (Salesforce), Cloud (AWS, Azure, Google Cloud)
Continuous Improvement:	Lean, Six Sigma, Process Mapping, RPA
Data & Analytics:	Tableau, Power BI, SQL, Business Intelligence
Change Management:	Prosci ADKAR, Cross-Functional Leadership, Training & Adoption

3. PROFESSIONAL EXPERIENCE

Digital Transformation Manager | Al-Futtaim Group, Riyadh, Saudi Arabia Jan 2022 – Present

- Spearheaded enterprise-wide transition to AWS/Azure cloud infrastructure and Oracle ERP, modernizing legacy systems across 6 business units and impacting 1,200+ employees.
- Designed and executed change management strategies using the Prosci ADKAR framework, achieving 94% user adoption and reducing employee resistance by 40%.
- Standardized and automated operational workflows utilizing RPA, saving \$1.2M annually and reducing task cycle times by 35%.
- Partnered with C-suite stakeholders to establish an enterprise digital roadmap, aligning technology investments with revenue and growth objectives.
- Led Agile cross-functional teams (PMs, Engineers, Stakeholders) delivering 12+ digital integration projects on schedule and within budget.

Senior Project Manager & Process Optimization | Al-Babtain Group, Riyadh, Saudi Arabia Jun 2018 – Dec 2021

- Managed multi-million SAR Salesforce CRM deployment, enhancing data transparency and increasing Sales/Marketing collaborative efficiency by 25%.
- Conducted workflow and operational process audits using Lean Six Sigma to eliminate bottlenecks, realizing a 15% improvement in resource utilization.
- Spearheaded vendor selection, RFP processes, and SLA negotiations for 8 strategic enterprise technology partners.

4. EDUCATION & CERTIFICATIONS

EDUCATION	CERTIFICATIONS
M.S. in Information Systems King Saud University, Riyadh	- Project Management Professional (PMP) PMI - Certified ScrumMaster (CSM) Scrum Alliance - Change Management Certification (Prosci) - Lean Six Sigma Green Belt
B.S. in Computer Science King Saud University, Riyadh	