



HAMED A. MAHMOUD

DIGITAL TRANSFORMATION EXPERT

Director of Information Technology | IT Business Leader | Product Manager

Innovative technology executive with over 10 years
of experience bridging business strategy and
technical implementation

10+ Years of experience

Leading the development of digital platforms, such as:

شارك

كسروب

Pass
TICKETS

B
BILORY

يجيك
YEJEK

مهرجان البحر الأحمر السينمائي الدولي
RED SEA INTERNATIONAL FILM FESTIVAL
04 ————— 13 DECEMBER, 2025

Madina

webook.com
fun things to do

الرياضة
للجميع
SPORTS
FOR ALL

@ hamedadil@hotmail.com

+966-505667872

[linkedin.com/in/hamedadil/](https://www.linkedin.com/in/hamedadil/)

Riyadh / Jeddah - KSA

- RESUME -

PROFESSIONAL SUMMARY

Technology business leader with proven track record of leading digital transformation initiatives and building entrepreneurial IT solutions from concept to market-ready products. Uniquely positioned with deep expertise in both business administration and information technology, enabling effective communication across organizational boundaries.

PROFESSIONAL EXPERIENCE



Director of Information Technology



World Ocean Investment Group



Sep 2021 - Present



Jeddah, Saudi Arabia

Led cross-functional teams of product managers, developers, designers, analysts, and creatives to build and launch innovative digital platforms for startups, including PassTickets, Kasoob, and Guvali. Oversaw end-to-end product development using agile methodologies, driving digital transformation and optimizing user experience. Established robust technical standards, architecture frameworks, and QA processes, while translating complex business requirements into scalable, high-performing solutions through close stakeholder collaboration.



Director of EPMO (Acting EPMO)



World Ocean Investment Group



Sep 2024 - May 2025



Jeddah, Saudi Arabia

Directed enterprise-wide digital transformation and strategic planning, aligning technology initiatives with business objectives and investment priorities. Led cross-functional collaboration, advised executive leadership, and established governance frameworks to optimize resource allocation, enhance operational efficiency, and drive innovation across the project portfolio.



 Software Project Manager StartHub Apr 2021 - Sep 2021  Jeddah, Saudi Arabia

Delivered multiple projects by leading cross-functional teams, applying project management best practices, and ensuring clear stakeholder communication and risk oversight.

 Software Project Manager Webook.com (Formerly HalaYala) Nov 2019 - Apr 2021  Riyadh, Saudi Arabia

Oversaw the development and enhancement of major platforms including HalaYalla, Sharek, and the Red Sea International Film Festival, managing scope, resources, and timelines to meet strategic goals. Led cross-functional teams in delivering user-centric solutions like the SFA app, applying agile practices and stakeholder collaboration to drive continuous improvement and product excellence.

 Technical Project Manager StartHub Sep 2016 - Oct 2019  Jeddah, Saudi Arabia

Led the IT development and deployment by translating business needs into technical plans, guiding teams, enforcing standards, and mentoring junior engineers to ensure quality and performance.



Lead Software Engineer

 **Alnapedh Technologies**

 Feb 2015 - Sep 2016  Riyadh, Saudi Arabia

Collaborated with software development teams in delivering custom solutions, defining coding standards and architecture, optimizing resources, and introducing technologies to boost product quality and team performance.

Web Developer

 **Fikra Group**

 Feb 2012 - Dec 2014  Khartoum, Sudan

Built responsive web applications using modern technologies, delivering intuitive interfaces and cross-browser performance while maintaining and enhancing client websites.

EDUCATION

- Doctor of Business Administration (DBA)
Edgewood University | In Progress
- Digital Transformation Program
Cambridge University - Judge Business School | May - July 2024
- Master of Business Administration (MBA)
Edgewood University | 2024 - 2025
- Bachelor of (Hons) In Information Technology
Eastern Nile University | 2010 - 2014

SKILLS & EXPERTISE

Technical Skills

- Digital Transformation Strategy
- Enterprise Architecture
- Software Development Lifecycle
- Agile Project Management
- Product Ownership & Management
- IT Governance & Compliance
- Cloud Computing & Infrastructure
- Business Intelligence & Analytics
- User Experience (UX) Design
- System Integration

Leadership Skills

- Strategic Planning & Execution
- Team Building & Leadership
- Cross-functional Collaboration
- Stakeholder Management
- Change Management
- Business Process Optimization
- Resource Allocation & Budgeting
- Risk Management
- Vendor Management
- Executive Communication

TOOLS & TECHNOLOGIES

Project & Team Collaboration



Jira



Confluence



FigJam



Miro

Business & ERP Solutions



ERP



ERP

Design & Prototyping



Photoshop



Illustrator



InDesign



XD



Acrobat

Web & eCommerce Platforms



WordPress



Magento



Salla



Shopify



Zid

Version Control



Git



GitHub



BitBucket

Productivity



Word



Excel



PowerPoint

Infrastructure & Cloud Platforms



Azure



Google Cloud Platform



Amazon Web Services



TOOLS & TECHNOLOGIES

DevOps & CI/CD Pipelines

 Azure DevOps  GitHub Actions  Jenkins  GitLab CI

Containerization & Orchestration

 Docker  Kubernetes

Quality Assurance & Application Monitoring

 Sentry.io  Jest  Selenium

Databases

 MySQL  PostgreSQL  MongoDB

API Management Tools

 Postman  Swagger

Emerging Technologies:

AI-powered tools for ideation, designing, and workflow optimization, **including:** ChatGPT, Midjourney, Microsoft Copilot, and much more.

 Copilot  ChatGPT  MidJourney

Business Intelligence  PowerBi

Methodologies & Frameworks

Agile & Scrum Lean & Six Sigma

Additional Productivity Tools

 Notion  Monday  ClickUP

MISCELLANEOUS

Languages



Professional Development

- PMP Training | **PMI**
- Lean Six Sigma Training | **KPMG**
- Neuroscience Coach Cert. | **EC**

REFERENCES

Mohammed Baali: Chief Executive Officer, World Ocean Investment
Relationship Context: Direct Manager and Group CEO at World Ocean
Contact Information: Will be shared upon request

Ayman Jenedi: Vice President of Shared Services, The General Authority for the Care & Management of the Grand Mosque and the Prophet's Mosques
Relationship Context: C-Level HR Consultant at World Ocean Investment
Contact Information: +966551390902

Rakan Khalid: Senior Director of Marketing, IMC
Relationship Context: Director of Marketing at World Ocean Investment
Contact Information: +966582222259

Hamdi Missaoui: Chief Commercial Officer, Webook.com
Relationship Context: Direct Manager and Director of Projects at Webook.com
Contact Information: +966534904743

Faraz Khan: Ecommerce Manager, Saudi Ceramics
Relationship Context: Direct Manager and Technical Team Lead at Alnapedh
Contact Information: +966535951767

Disclaimer: Logos are used solely for illustrative and informational purposes to reflect technologies and organizations I've worked with. All trademarks and brand elements are the property of their respective owners.

Thank you for reviewing my resume. I look forward to the opportunity to apply my skills and contribute meaningfully.

Hamid