

Dr. Omer Ayoub

Business Development & IT Director



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Accomplished Business Development & ICT Director with expertise in strategic growth, digital transformation, ICT leadership, and technology strategy. Proven ability to drive enterprise IT initiatives, develop commercial opportunities, build strategic partnerships, and align technology with business objectives to enhance efficiency, accelerate growth, and ensure business continuity.



Work experience

Business Development & ICT Director

Albait Guests Co., Makkah

October 2024

Current

- Build business strategies to foster business development in new departments - Umrah and Tourism
- Strategic planning and targeted approach to selected markets for phased enablement for inbound traffic generation
- Increased revenue by linear growth to build the newly established departments with targeted 800-1000 Umrah visas by end of 1448H
- Direct and lead the Information Technology and Communications function, including team development, performance and capability building.
- Translate corporate strategy and operational requirements into ICT strategy, annual technology plans, priorities and investment roadmaps.
- Own annual IT business planning and operating budgets, monitor financial performance and align expenditure with business priorities.
- Negotiate and govern SLAs with internal stakeholders and external service providers; monitor service quality, KPIs and contractual performance.
- Lead the selection, contracting and oversight of external IT providers and technology partners.
- Direct the development and implementation of company-wide IT and communications systems supporting business operations and Hajj services.
- Establish cybersecurity, information protection, confidentiality and data-governance processes addressing internal and external threats.
- Oversee enterprise data and information flows to support management reporting, operational decision-making and business intelligence.
- Lead digital initiatives supporting pilgrim experience, operational efficiency and seasonal Hajj delivery.
- Led strategic ICT projects to enhance business efficiency and scalability.
- Cultivated key commercial partnerships to boost revenue and market share.
- Directed digital transformation initiatives to optimise core operations.
- Managed cross-functional teams to deliver innovative technical solutions.
- Defined growth strategies aligned with corporate goals and market needs.

Director - Business Strategy

Kizan Tourism Co., Jeddah

October 2021

September 2024

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Skills

Strategic communication
Business Strategy
Business Development
Executive Leadership
Portfolio & Program Management
Digital Transformation
ICT Strategy & Governance
Business & IT Strategy
Enterprise Architecture
Project Delivery
Business Analysis
Cybersecurity
Data Protection
IT Operations & Service Management
Budget & Vendor Management
PMO & Governance
Process Improvement
Product & Solution Management
Hajj & Umrah Technology
Stakeholder Management

Languages

English
Arabic
French

Led the intersection of business strategy, technology planning and transformation initiatives.

- Directed business analysis, solution planning, project governance and technology-enabled process improvement.
- Engaged senior stakeholders to define requirements, priorities, operating models and transformation roadmaps.
- Supported enterprise initiatives involving governance, business continuity, digital services and operational optimization.
- Business enablement and growth across different domains
- Orchestrated long-term growth plans to boost annual revenue by 25 percent.
- Spearheaded cross-functional teams to deliver critical global market aims.
- Formulated robust strategic roadmaps to drive sustainable profit outcomes.
- Analysed complex industry trends to identify key competitive advantages now.
- Optimised operational frameworks to enhance overall business performance net.

IT Security Specialist & Project Manager

Muttawiffy Hujaj South Asia Co., Makkah

September 2018

October 2021

- Led and supported information security, cybersecurity controls, risk mitigation and protection of organizational information assets.
- Contributed to business continuity, technology risk management and security governance initiatives.
- Worked with business and technical stakeholders to identify vulnerabilities, strengthen controls and improve resilience.
- Led security audits to ensure full compliance with UK GDPR regulations.
- Managed cross-functional IT teams to deliver complex cyber projects now.
- Designed robust network defences to mitigate evolving digital threats up.
- Coordinated strategic vendor relations to optimise IT security budgets ok.
- Implemented advanced encryption protocols to secure critical data assets.

Head of ERP & Business Solutions

Bnood for IT Solutions, Jeddah

February 2017

November 2018

- Led ERP and business-solution initiatives from requirements analysis through implementation and operational support.
- Worked with business functions to map processes, identify improvement opportunities and translate requirements into technology solutions.
- Supported solution integration, user adoption, reporting and continuous improvement across business operations.
- Led the strategic overhaul of core ERP systems to boost data accuracy.
- Directed complex digital transformation projects to improve workflows.
- Optimised business process efficiency through tailored system upgrades.
- Managed global technical teams to ensure seamless software integration.
- Aligned enterprise solution architecture with key business objectives.

Interests

Digital transformation

Portfolio leadership

Hajj & Umrah technology

Tourism technology

Enterprise IT

Cybersecurity

Business strategy

Project governance

Innovation

Saudi Vision 2030

transformation

Certifications

Portfolio Management
Professional (PfMP®)

Project Management
Professional (PMP®)

Certified Associate in Project
Management (CAPM®)

Certified Scrum Product
Owner (CSPO®)



Education

Portfolio Management Professional (PfMP)

Project Management Institu, USA

Project Management Professional (PMP)

Project Management Institu, USA

Sustainable Business Strategies

Harvard Business School, Boston, USA

2020

2020

Applied Cyber Security

Massachusetts Institute of Technology, Boston, USA

April 2015

April 2015

PhD in Computer Science

University of Wisconsin Madison, Wisconsin, USA

2013

2016

Master of Science in Computer Science

University of Central Punjab, Lahore, Pakistan

September 2010

November 2012

**SELECTED LEADERSHIP & TRANSFORMATION HIGHLIGHTS**

Technology leadership for Hajj operations, including digital solutions supporting employees, pilgrims and operational teams.

Led development and launch initiatives for the Albait Guests mobile application and catering inspection technology supporting Hajj 1447H operations.

Experience spanning portfolio leadership, business strategy, IT governance, project delivery and digital transformation.

Strong stakeholder exposure across senior management, business functions, technology teams, vendors and government-facing Hajj ecosystem stakeholders.

Published professional thought leadership on IT project management, agility, portfolio management, Hajj technology and digital transformation.