

Hashem E. Zahran

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Professional Services & Project Management Expert

Motivated and results-focused Project Manager with more than 10 years of experience spearheading effective project deliveries in meeting complex business needs across a diverse portfolio of organisations and co-founded Tech start-ups. Possess a combination of project management, team leadership, information technology, and business development skills. Demonstrated ability to catalyse lucrative results through comprehensive analytical and business process/requirement modelling skills while complying with budget and time constraints. Strong interpersonal talents with a passion for cultivating lasting relationships. Engaging speaker and skilled written communicator. Seek to benefit top organisation by improving performance, return on investment, and quality through project implementation.

Areas of Expertise & Proficiencies

- Full Project Lifecycle Management.
- Budget Development and Management.
- Stakeholder Relationship Management.
- Planning, Tracking and Governance.
- Change and Deliverable Management.
- Risk Identification and Mitigation.
- Motivational Leadership.
- Innovative Problem Solving.
- Process Improvements.
- Learning and Development.
- Presentation and Public Speaking.

Professional Experience

Al Quiyadia for Media & Advertising, Riyadh, Saudi Arabia

01/2017 – 03/2017

Design Studio Manager

Orchestrated innovative digital transformational change through technical leadership to implement systems and processes for operational efficiencies and enhanced client experience. Achieved a number of high-impact deliverables within a very short timeframe with zero budget, coordinating the design, execution, and training to studio employees. In parallel managed day to day operations of the studio incorporating studio schedule management and deliverable quality assurance.

Key Deliverables:

Internal Design Studio Workflow

- Developed and documented a 15-step critical operational workflow, implemented through “JIRA” task management software with iterative monitoring and review cycles, achieving 35% reduction in studio time.
- Delivered document templates for client and creative briefs.

Artwork Archive System Enhancement

- Championed the introduction of a consolidated cloud-based archive system, eliminating disparate legacy hardware, providing a more secure, scalable, and secure solution.
- Introduced naming conventions for artwork for improved storage/search capabilities, and linked the archive system with the task management system for an integrated solution.

Art Studio Website Redesign

- Piloted the introduction of “WordPress” content management software for increased self-service maintainability with low technical competencies required.
- Launch company Website showcasing portfolio of top highlighted client requests.

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Leading Interactive Technology Co, Riyadh, Saudi Arabia

09/2015 – 01/2017

Professional Services Manager

Responsible for managing delivery of complex high-value projects across numerous Web and Cloud based systems. Played a pivotal role across project competencies incorporating planning, risk management, change management, quality assurance, finance, and reporting to senior project stakeholders. Facilitated negotiations between clients, development teams, and vendors using influence and expertise to steer project outcomes in line with project scope and requirements, ensuring appropriate governance and controls for risk identification and mitigation. Accountable for development of presentations and reports to facilitate project evaluation and strategic business decision making. Developed mutually respectful relationships across program managers, team members, and clients.

Key Projects:

Moteel Property Management System

- A 12-week project to deliver an enhanced PMS interface with a budget of SAR 50k.
- Introduced a revised pricing model for products based on new features.
- Successfully on-boarded the cloud-based software to one of the largest telecom marketplaces in KSA.

Activira ERP Solution

- An 8-week project to deliver a cloud-based simple ERP solution, establishing a pricing scheme and creating an online/offline marketing plan for the product with a budget of SAR 30k.
- Successfully on-boarded 200+ users to the platform within the initial 3 months of launch.
- Managed a follow-up marketing online campaign after the initial 3 months to further develop client base.

Maqade On-Demand Delivery System

- A 16-week SAR 70k project to design and develop a mobile-based application to allow clients to order products from multiple convenience stores.
- Adopted an agile phased delivery of numerous product versions for different users (customers, couriers, administrators etc...) available across both iOS and Android platforms.
- Comprehensive product documentation and training schedule for employees.

Cloud7Labs LLC, Alexandria, Egypt

03/2012 – 09/2015

Managing Director

Managed the execution and delivery of Web and Mobile applications and graphical enhancements across a variety of industries spanning Travel, Content Management, and Online Marketplaces. Directed all phases of projects from initiation, design and development, through to final delivery.

Key Achievements:

- Reduced average contract expenses by ~30% through aggressive vendor negotiation.
- Created complex and reliable financial tracking tools and models to aid monitoring of project performance.

~ Extensive prior experience in Project Management and Tech Start-up Roles – Refer Page 3 ~

Education & Certifications

Bachelor of Arts in Sociology, 2006, Alexandria, Egypt.

Microsoft Certified Professional – Managing Windows Server Environment, 2007.

Hewlett Packard: Energy Efficiency, Effective Leadership, Social Media Marketing, Social Entrepreneurship.

Stanford Venture Lab: Technology Entrepreneurship, 2013.

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Volunteering and Philanthropic Activities

Regional Event Facilitator, TechStars, 05/2001 – Present.

Alexandria Chapter Co-Director, The Founder Institute, 09/2012 – 08/2013.

Mentor, Startup Cup, 06/2012 – 11/2013.

~ Numerous Mentorship, Speaker, Host, and Judge Roles ~

Career History

<u>Dates</u>	<u>Role & Organization</u>	<u>Key Skills/Achievements</u>
02/2012 – 08/2014	Co-Founder & COO. Tabshora S.A.E.	<ul style="list-style-type: none">Operational objectives and milestone development.Project Management, Team Leadership.
09/2010 – 02/2012	Senior Web Designer. eSpace Technologies S.A.E.	<ul style="list-style-type: none">Wireframe, screen-flow diagrams, UI Specs.Prototype development and demonstration.Defined and measure KPI's using site metrics.
07/2009 – 10/2010	Senior SEO & SEM Analyst. Arab American Chamber of Commerce.	<ul style="list-style-type: none">Expanded product line and implemented Search Engine Optimization (SEO).Managed internal/external marketing campaigns and strategies.Brand development and build client relations.
11/2007 – 07/2009	Senior Outdoor Sales Supervisor. Master Media	<ul style="list-style-type: none">Delivered benefit-oriented sales presentations.Developed sales strategies and negotiated profitable projects.Introduced innovative sales pitch technique.
10/2005 – 11/2007	Co-Founder & Project Manager. Skin Arabia, Inc.	<ul style="list-style-type: none">Implemented efficiency strategies.Developed training programs.Optimized service procedures.
06/1999 – 10/2005	Co-Founder & Support Supervisor. Magic Technology Group.	<ul style="list-style-type: none">Creative problem solving.Hardware and software procurement, installation, and maintenance.