

Ali Hamidaddin

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Profile

Accomplished Chief Digital & Information Officer and technology executive with over 20 years of experience shaping digital strategy, building technology divisions, and managing global IT operations. Proven track record of running centralized IT services and hybrid cloud setups across different countries and business units. Experienced in leading advanced AI initiatives—from deploying customer-facing generative AI agents to architecting AI-driven command centers—while establishing Value Delivery Offices (VDO) and key digital partnerships that turn technology investments into clear business value and cost savings.

Skills and Qualifications

- Project Management Professional (PMP)
- Strategic Planning & Execution
- Service Management
- Data Analysis & Business Intelligence
- Budgets and Financial Planning
- Privacy and Information Security
- Risk Management
- Vendor Management
- Cloud computing (AWS)

Work experience

Chief Digital and Information Officer - Riyadh, Saudi Arabia

Aug 2024 – Current

Special Integrated Logistics Zone Company

- Report directly to the CEO, with regular executive reporting to the Board, external regulators, and media stakeholders.
- Own SILZ's enterprise digital and IT agenda, governing an ~SAR 800M investment portfolio with a defined path to ~SAR 100M annual OPEX by year 5.
- Built and lead the Digital & IT organization from the ground up (30 people), established and activated four departments and onboarded 10+ vendors.
- Hold enterprise decision rights across architecture, cybersecurity, vendor strategy, and technology investment governance.
- Delivered enterprise strategy in the first 90 days; launched the first One Stop Shop product and streamlined operations/finance processes within 180 days; completed team build-out in year one.
- Defined and executed three enterprise growth strategies: seamless tenant attraction through automated One Stop Shop journeys; smart logistics performance through IoT and observability; scalable enterprise/system architecture to support multi-zone expansion into a holding model.
- Reduced service time-to-market from 6 months to 1 month and achieved 99.9% service availability in year one.
- Scaled platform adoption from 20 to 200 users across years 1–2 and remain on track to reach 20,000 users by year 3.
- Drove >SAR 300M in cost avoidance through Value Delivery Office governance and disciplined portfolio execution.
- Brokered strategic partnership/JV structures, including commercial economics and operating model design.
- Mitigated major regulatory and operational risk exposure and converted a strategic customer churn threat into growth.

Senior Manager, Enterprise Applications & Business Intelligence - Waterloo, Canada
D2L Inc.

Jan 2022 – Jul 2024

Leading business transformation through effective, value-driven IT and Business Intelligence teams.

Lead Strategic transformation towards scale and automation

- Led the development and implementation of a new IT strategy, aligned with company goals and vision.
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- Oversaw the migration of key applications to cloud-based platforms, resulting in increased scalability and cost savings.

Acquiring and building a high-performance team

- Led the evaluation and selection of new technology vendors, resulting in partnerships that drove innovation and improved service delivery.
- Built a high-performing IT team through effective recruitment and development strategies.
- Developed and implemented an IT training and development program, resulting in increased employee engagement and improved skill sets.

Managing project roadmap

- Oversaw the development and execution of the IT project portfolio, ensuring alignment with company goals and vision.

- Developed and implemented a project management framework, resulting in increased project success rates and improved stakeholder satisfaction.
- Designed and implemented a service delivery model resulting in high cross-functional engagement and alignment.

Scaling business growth through Data Governance and Business Intelligence

- Designed a data maturity model and used it to build a service roadmap.
- Built data strategy and designed data services.
- Enabled D2L through improved strategic and operational decision-making tools resulting in business agility and scale.

Strategic Initiatives Program Manager, Corporate PMO - Waterloo, Canada

Feb 2018 – Jan 2022

D2L Inc.

Leading disruptive, cross-functional strategic programs to step change how D2L operates internally and externally

COVID-19 Market Readiness

- Led and managed a virtual war room for the CxO team to coordinate D2L market readiness and response to COVID-19
- Achieved complete alignment across divisions and enabled market response that supported D2L's customer base as well as introduced products/packages to enable customers to meet COVID related remote learning demand

Strategic initiatives

- Achieved 25+% profit margin improvement through development of an effective delivery model to international markets
- Developed and operationalized a cross functional go-to-market process reducing market kick off from 3 to 1 months
- Developed and operationalized product and market KPI reporting allowing cross functional alignment on objectives and performance enabling insight into Pipeline, Revenue Analysis and ROI planning

D2L's evaluation sites

- Reduced evaluation site readiness to showcase new products from 6 months to 30 days
- Enabling D2L to spin up cloud hosted sites inclusive of all features and populated with demo data within minutes and in a self-serve model
- Developed and introduced processes that enabling 20% of hosting cost

Information Security and Privacy Regulation

- Led cross functional teams to revise, rewrite and create processes considering GDPR to ensure client data security, privacy and D2L's compliance achieving 100% compliance to Privacy related request in 2020
- Automated data retention policies and Brightspace sites cleanup and termination and as a result saved \$500K annually

Senior Project Manager, Corporate PMO - Waterloo, Canada

Feb 2015 – Feb 2018

D2L Inc.

Leading strategic projects for Desire2Learn in areas of Sales, Professional Services, IT and SaaS.

- Leading SaaS projects from design, implementation and buildout to closure and adoption
- Partnering with D2L clients to migrate them to D2L Amazon Web Services (AWS) by taking them through an end-2-end roadmap and coordinating pre, during and post activities with both technical and business resources
- Delivered a technical transformation project to all D2L hosted facilities as well as D2L's AWS hosted DCs and successfully enabled Zero Downtime Maintenance through architecture redesign, re-installation and reconfiguring of infrastructure equipment.
- Led the implementation of D2L's pricing and packing solution
- Led a multifunctional team of IT, finance and sale to implement Salesforce Quote-to-Cash increasing productivity and accurate pipeline forecast while supporting the rollout of D2L's new Pricing and Packaging
- Built a pricing and discount tool enabling D2L finance to efficiently run pricing models for products and services
- Introduced suite of KPI dashboards for D2L's Professional Services
- Through self-led training, designed, configured and rolled out a suite of advanced MS Power BI dashboards and reports providing visibility to Professional Services leadership team on projects earned value, utilization and resource allocation
- Contributed to the improvement of PMO processes and organizational competencies
- Handled the tracking of SaaS portfolio of projects and program and managed sponsor communications for updated, issues and risks.
- Created a project financial template that guided multiple projects team through the business case approval and feasibility studies

- Lead the effort to build D2L Corporate PMO role-based competencies

Project Manager, Global Initiative Portfolio - Toronto, Canada

Sep 2012 – Oct 2014

Procter and Gamble

Leading 30 IT and business resources consisting of financial analysts, subject matter experts and external vendors to design and implement a global portfolio management solution.

- Increased optimization productivity by 70% as users adopt optimization solution
- Led delivery team to train 1000 users and leveraged wiki-based documentation and video guides and received recognition for excellence in training material and training delivery
- Designed a unified solution that met the need of 15 global business units including the integration with existing P&G systems allowing all categories to abandon old legacy systems

Regional IT Infrastructure Project Manager - Dammam, Saudi Arabia

Jul 2010 – Sep 2012

Procter and Gamble

Led infrastructure project for 11 P&G plants involving personal computing, networking, telecommunications and managed print services. These projects were executed by multifunctional resources including external vendors. Total budget of ~\$11 Million.

Design, configuration and deployment of all IT services for 8 start-up factories and factories expansions

- Implemented around 40 small/medium infrastructure projects where I led design sessions to build and analyze high/low level network infrastructure, server/data cabinet layout, and managed print services.
- Led vendor discussion and negotiation on setting appropriate SLAs and service KPIs as well as led the handover of services to ongoing operations
- Worked with P&G governance team to design periodic vendor engagement to serve as a PMO for all regional projects.
- Improved project delivery through coaching project managers on planning and communication
- Managed the forecast and tracking an annual budget of \$11 million and led financial discussions with local resources, vendors and financial analyst to build project and operations IT budget forecasts

Manufacturing IT Project Manager / Site IT Manager - Dammam, Saudi Arabia

Jul 2008 – Jul 2010

Procter and Gamble

Spearheaded multiple manufacturing IT systems from project establishment to closure while leading the IT organization and vendors.

- Production Line Event Data System implementation
- Successfully led process engineers, IT resources and external vendors to implementation of GE's Proficy platform on 24 production lines including integration to order management, quality control and assurance and maintenance systems

Productivity Solutions Projects

- Led business and IT resources to upgrade MS Windows and Office for 1500 employees.
- Led business resources to configure and deployed MS SharePoint

Site IT Leader

- Managed IT vendors including British Telecom, Hewlett-Packard and Xerox in delivering ongoing services and maintain SLAs.
- Build joint business plans with plant manager and leadership and accountable for delivering KPIs and service improvement projects

Sales Systems Manager - Jeddah, Saudi Arabia

Jun 2006 – Jul 2008

Procter and Gamble

Accountable for leading teams of system analysts, developers and business experts for the design, development and implementation of several projects including

Systems Analyst – Intern - Jeddah, Saudi Arabia

Jul 2005 – Dec 2005

Procter and Gamble

- Collaborated with regional application delivery teams to design functional specifications for corporate sales systems.

Education

Management Information Systems

Sep 2001 – Jun 2006

King Fahd University for Petroleum & Minerals

Project Management Professional

Apr 2014

Project Management Institute