

AHMAD AL SHAMI

Strategy to Execution

VP Excellence, Enterprise Architecture & Transformation
Board Member | DEJEM Group

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EXECUTIVE PROFILE

Enterprise architecture and transformation leader with 22+ years across real estate, government, pharmaceuticals, hospitality and diversified groups, with advisory experience in banking. Connects corporate strategy to business capabilities, operating models, investment priorities and coordinated delivery. Builds architecture practices and transformation governance, leads technology teams, and applies AI and automation to practical business workflows.

22+	125	30+
Years of experience	Sites supported	Team members led

LEADERSHIP STRENGTHS

Corporate strategy and performance | Business and enterprise architecture | Capability-based planning | Value streams and target operating models | Transformation portfolios and PMO | EFQM excellence | Agentic AI governance | Cloud, ERP and automation | Executive advisory and team development

CURRENT LEADERSHIP

DEJEM Group
VP Excellence, Enterprise Architecture & Transformation | Board Member

Current role

- Established the enterprise architecture function, operating model, service catalogue, governance and Sparx EA repository; developed the team and connected business, data, application and technology architecture.
- Directed the strategy lifecycle from assessment and formulation to cascading objectives, prioritizing initiatives and reviewing performance through ClearPoint and Power BI.
- Established and led a PMO / Transformation Office to govern the transformation portfolio, standardize delivery and make initiative progress visible to leadership.
- Applied the EFQM model and RADAR assessment to operating-model improvement; translated capability gaps and asset invest-to-cash priorities into transformation roadmaps.
- Developed CRM and customer-experience approaches across Yardi, Dynamics 365 and Genesys Cloud; applied Power Platform, RPA and AI workflows to coordinated service delivery.

PROFESSIONAL EXPERIENCE

Juma Al Majid Group, Dubai

Senior IT Operations Manager - Group

July 2016 - March 2025

- Led technology services across 125 sites and a team of more than 30 spanning infrastructure, security, networking, service desk and development; managed more than 2,821 monthly service tickets.
- Advanced Azure and Microsoft 365 adoption, cloud continuity and disaster recovery, ITSM, security governance and network operations monitoring.
- Established automation capabilities using RPA, Power Platform and ERP integration; delivered a reported 60% automation ROI.
- Applied COBIT-based governance, ITIL service management, Power BI scorecards and analytics to operational performance and business alignment.
- Helped establish Al Majid Digital Solutions, extending group technology capabilities into a commercial services division.

Al Majid Digital Solutions

Senior Manager, Digital Transformation

Concurrent responsibilities within Juma Al Majid Group

- Led enterprise architecture implementations and external client advisory, including Orbus Infinity work for banking clients.
- Developed capability roadmaps, digital readiness assessments, data architecture and governance; connected transformation priorities to business outcomes.
- Supported change management, customer-centered transformation and adoption through workshops, training and executive recommendations.

Health Authority Abu Dhabi

Senior Enterprise Architect

October 2015 - July 2016

- Developed business, data, application and technology architectures, current-state gap assessments and target-state roadmaps aligned with government priorities.
- Analyzed requirements, optimized public-service processes and identified integration dependencies across government entities.
- Advised architecture and change governance using ArchiMate, BPMN, UML, ARIS and Visio.

Pharma International / Axantia

Group IT Manager

March 2010 - October 2015

- Led a 12-person technology team across infrastructure, development, ERP and security; governed delivery, service performance and departmental procedures.
- Led Baan / Infor LN development and migration to SAP, OpenText ECM implementation, and pharmaceutical Track & Trace delivery involving Jordan and German suppliers.
- Developed .NET and SQL-based applications and ERP integrations for manufacturing, quality and purchasing workflows; supported ISO 27001 compliance.

CONSULTING, PROJECTS AND EARLIER CAREER

McKinsey & Company

Digital Consultant

One-year engagement

- Analyzed current-state operations and performance gaps; developed cloud-enabled, data-driven solutions and digital transformation roadmaps.
- Supported digital-process redesign, analytics and AI use cases; evaluated technology options and presented actionable recommendations to senior stakeholders.

Independent advisory and training: Consulting through GLG and AlphaSights, part-time strategic advisory with Ventures, and TOGAF training. Selected engagements include Hikma, Sharjah Government, Social Development Bank and Saudi Royal Ceremonies.

WChannels: Project connecting research, storytelling, video production and publishing for Arabic and English content. Demonstrates coordinated AI workflows with human review and approval. wchannels.online

eFresco: Co-Founder and CTO; technology leadership for a startup.

Earlier career: IT Manager, Radisson Blu Tala Bay (March 2008 - March 2010); Business Intelligence Analyst, Zara Investments Holding (February 2007 - March 2008); IT Manager, Movenpick Hotels & Resorts (February 2004 - February 2007).

EDUCATION

Master of Digital Transformation - with Distinction

University of Wollongong, Australia | Awarded February 2025

B.Sc. Computer Science

Applied Science University, Jordan | 2003

PROFESSIONAL QUALIFICATIONS

EFQM Excellence Practitioner | February 2026 - February 2029

EFQM Model Foundation | December 2025 - December 2027

TOGAF 9 Certified | The Open Group | August 2021

COBIT 2019 Foundation | ISACA | August 2023

ITIL v3 Foundation | June 2011

Previously earned credentials: PMP (2013), CISA (2014), Azure Solutions Architect Expert (2020) and AWS Solutions Architect - Associate (2021).

Selected professional development: IBM / edX Full Stack Application Development Project (2025); Quality Matters APPQMR (2022); Six Sigma Black Belt course (2020). Training delivery includes TOGAF 10 practitioner preparation.

ARCHITECTURE AND DELIVERY TOOLKIT

Sparx EA, Prolaborate, Orbus Infinity, ArchiMate, BPMN, UML, ClearPoint, Power BI, Jira, Confluence, Azure, AWS, SAP, Dynamics 365, Yardi, Genesys Cloud, Power Platform, Python and IBM watsonx.

Applied AI focus: LLM-orchestrated governance and reporting workflows, business knowledge and capability mapping, human approval gates, accountable automation and AI-enabled operating models.