



Ahmed Motaal

- Digital Transformation • Product Management
- Artificial Intelligence • Machine Learning
- Omnichannel Customer Engagement
- Conversational Marketing • Automation

 am@amotaal.com

 +971 58 295 9775

 +1 234 567 9009

 linkedin.com/in/amotaal

 https://amotaal.com

ABOUT

Digital Transformation Consultant specializing in Information & Communication Technology with extensive experience in generative artificial intelligence and LLMs, product and portfolio management, omnichannel customer engagement, conversational marketing, and team leadership. Proven track record of managing complex projects and launching digital products and services across North America, Europe, and GCC region. Passionate about creating seamless customer experiences, generating sustainable value, streamlining scaling, and optimizing ROI.

EXPERIENCE

DUBAI INTERNET CITY 

MAR 2023 - PRESENT

Digital Transformation and ICT Consultant

- Architecting and directing initiatives, programs, and roadmaps for frictionless organizational digital transformation.
- Developing and implementing generative AI solutions with custom agents, smart chatbots, and multi-modal LLMs.
- Utilizing big data, analytics, machine learning, and NLU/NLP capabilities for actionable data-driven insights.
- Migrating IT and Telecom infrastructures to support advanced AI capabilities on public, private, and hybrid clouds.

UNIFONIC    

APR 2020 - MAR 2023

Senior Product Excellence Manager

- Led product excellence and operations department supporting organization-wide product management initiatives.
- Managed technology stack for product strategy, planning, roadmapping, backlog, releases, sprints, and feedback.
- Supervised product operations, documentation, training, and support for product launches across all portfolios.

Senior Marketing Manager

- Created and directed integrated marketing communications strategy, process, budget, team, for GCC expansion.
- Managed brand, content, positioning, campaigns, demos, webinars, newsletters, videos, and press releases.
- Implemented marketing automation, CRM, and CMS infrastructure to boost conversions and maximize ROI.

FREELANCE    

MAR 2019 - MAR 2020

Marketing & Automation Consultant

- Developed websites, chatbots, CRM, CMS, and mobile apps for digital marketing and field event management.

CEQUENS         

MAR 2016 - FEB 2019

Senior Marketing & Communications Manager

- Directed global company events, sponsorships, CSR, PR, IR, process automation, and internal communications.
- Featured the company internationally at Mobile World Congress, CrunchBase Awards, and ITU Telecom world.

Senior Product & Innovation Manager

- Research & Development - Ideation - Planning - Prototyping - Validation - Roadmapping - Launch - Upgrades

IRIS GRASSPE 

JUN 2011 - DEC 2013

Digital Marketing & Automation Manager

- Research - Strategy - Planning - Segmentation - Campaigns - CRM - CMS - Lead Generation - Qualification

NTG CLARITY 

MAR 2010 - FEB 2011

Telecom Project Manager

- PMO - BSS/OSS - Drive Testing - Asset Management - Access Control - Compliance - Corporate Presence

MASH CONCEPTS 

JAN 2007 - FEB 2010

Project Manager

- PMO - SDLC - IT Solutions - Telecom Infrastructures - Agile/SCRUM - PMP - ITIL - VoIP - SIP - PSTN

IT Project Coordinator

- Project Documentation - Work Packages - Reports - Risk Register - Issue Tracking - Knowledge Base

HTC 

JAN 2006 - DEC 2006

Telecom Specialist [T3]

- Windows Mobile - SIP - VoIP - PSTN - PBX - IVR - Security - Escalations - Migration - Logging & Tracking

AACT 

JAN 2004 - DEC 2005

IT Specialist

- School Management System - Security - Network - PBX - IVR - Database - Website - Maintenance - Support

EDUCATION



BA:
Information Technology and Business Administration
York University, Canada, 2007



Diploma:
Building High Performance Teams
Cornell University, USA, 2022

ASSOCIATIONS

- Alumni of Pragmatic Marketing Institute
- Certified Digital Marketing Manager
- Certified Project Manager from PMI
- Certified Service Manager from ITIL
- Member of American Marketing Association
- Member of Agile SCRUM Alliance

CERTIFICATIONS



Microsoft



Google Cloud



HubSpot



PMI

LANGUAGES

ARABIC

NATIVE

ENGLISH

NATIVE

FRENCH

BEGINNER

SPANISH

BEGINNER