

## Executive Profile

Strategic Business Process & Digital Transformation Leader (CIO/CDO) with 26+ years of experience transforming underperforming organizations into scalable, high-performing enterprises across construction, facility management, trading, retail, e-commerce, and design consultancy. Proven success in restructuring 80% of business operations, driving governance, and embedding digital systems that improved efficiency, eliminated fraud, and fueled growth. Adept at aligning people, processes, and technology with strategic goals to maximize value creation.

## Key Achievements

- **Turnaround & Restructuring:** Rebuilt 60% of the organization by establishing 10+ centralized business functions (Procurement, HR, Finance, IT, Logistics, Warehousing, Legal, Internal Audit, Cost Control, Planning) with distributed approval workflow, clear accountability and governance.
- **Fraud & Cost Reduction:** Reduced waste, abuse, and theft by 90%, delivering AED 10M in annual cost savings and improving operating cash flow by 40%.
- **Revenue Growth:** Launched e-commerce vertical, after-sales service division, and 3 retail showrooms, directly contributing to a 35% increase in overall revenue.
- **Efficiency & Governance:** Cut financial closing cycle from 90 days to 15 days, enabling faster decision-making; improved operational efficiency across procurement, logistics, and warehouse functions by 70%.
- **Technology Transformation:** Spearheaded enterprise-wide digitalization, deploying ERP, CRM, HRMS, Logistics and Supply Chain Management solutions, and BI dashboards, creating transparency and control across 200+ projects.
- **Leadership & Talent Development:** Oversaw the recruitment drive, Personally recruited, trained, and developed over 400 professionals across Procurement, HR, Finance, IT, Logistics, Warehouses, Sales and Operations; established training programs that built lasting organizational capability.
- **Resource Optimization:** Directed effective deployment of 300+ vehicles, 2,000+ machines, 7000+ employees, 4 Office Locations, 3 Workshops and 4 warehouses serving 200 live projects across the UAE.
- **Advisory Role:** Trusted by ownership to transition into board-level advisory (Management Consultant), guiding the Managing Director, board, auditors, and family stakeholders on growth, technology, governance, strategy, and risk.

## Professional Achievements

### **Management Consultant** (Advisor to Board & Ownership)

Orient Group of Companies, Dubai, UAE | Apr 2020 – Mar 2025

- Acted as strategic advisor to ownership, board, auditors, and executive leadership on governance, restructuring, and business process design.
- Oversaw compliance frameworks and financial discipline across all 4 business verticals (construction, facility management, trading, retail & e-commerce).
- Supported board level decision making through trend analysis, KPI-driven reporting, and independent review of management effectiveness.
- Advised family stakeholders on succession planning, corporate governance, and organizational transparency.
- Evaluated the effectiveness of implemented solutions, making adjustments where necessary, to make sure targeted outcomes are achieved.

## **Business Relationship & Change Manager**

Orient Group of Companies, Dubai, UAE | Dec 2017 – Mar 2020

- Bridged gaps between business units (finance, HR, IT, procurement, logistics, legal, marketing), aligning strategies with organizational goals.
- Led cross-functional projects to maximize value, improve collaboration, and enhance service delivery across 200+ projects nationwide.
- Built and sustained relationships with internal and external stakeholders, ensuring conflict resolution, alignment, and customer satisfaction.
- Streamlined reporting lines across 10+ business units, creating transparency and accountability.
- Built company-wide culture of operational transparency through real-time dashboards and weekly reporting cadence.
- Introduced enterprise-wide performance management framework, embedding KPIs into leadership reviews.
- Provided oversight on major vendor negotiations, reducing exposure to contractual risks and optimizing procurement value.
- Streamlined service management workflows by digitizing customer service, after-sales, and warranty tracking processes.

## **Digital Transformation Manager**

Orient Group of Companies, Dubai, UAE | May 2012 – Nov 2017

- Develop and execute change management strategies to support adoption of new technologies, systems, and processes.
- Create engaging communication strategies, training programs, and supporting materials for diverse stakeholder groups.
- Monitor change effectiveness and proactively manage risks or barriers to successful adoption.
- Designed and implemented ERP, CRM, HRMS, PMV&E and Service management systems, digitizing operations that were previously paper-based.
- Automated HR processes including payroll, recruitment, and timekeeping across 8,000+ employees, standardizing compliance and reporting.
- Reduced corruption, theft, and inefficiencies across departments by up to 90% through governance and controls.
- Implemented vendor stock programs and bulk procurement contracts, generating cost savings and improving supply chain efficiency.
- Recruited and built a dedicated digital transformation team, training them to manage ERP, CRM, and automation projects independently.

## **IT Manager**

Orient Group of Companies, Dubai, UAE | Feb 1999 – Apr 2012

- Built the IT function from scratch, managing enterprise infrastructure, secure networks, and Microsoft 365 rollout.
- Deployed GPS tracking and scheduling for 300+ vehicles, ensuring efficient allocation of manpower and equipment.
- Introduced digital communication and file-sharing systems across multi-site operations in UAE.
- Developed in-house applications to support project billing, payroll, and asset management.
- Laid the groundwork for the digital transformation journey by standardizing IT governance and policies.

## Project Manager

Variac Systems Pvt Ltd, Chennai, India | Jul 1996 – Jan 1999

- Led digital transformation initiative for US Department of Defense contracts, overseeing the research, development, testing, and commissioning of GIS mapping systems to digitize sensitive classified maps.
- Oversaw the development of a custom MicroStation plugin to automate error detection, correction, and verification of digitized maps, reducing manual rework and increasing efficiency.
- Directed cross-functional collaboration between client and software developers in India, ensuring requirements were met with accuracy, compliance, and data security.
- Supervised 3 daily shifts of technicians, software developers, and coders, maintaining 24/7 production continuity and meeting strict delivery timelines.
- Ensured timely upload and integration of finalized digital maps into the US Department of Defense portal, meeting quality and compliance benchmarks.

## Intern

Videsh Sanchar Nigam Ltd (VSNL), India | Jan 1996 – Apr 1996

- Assisted the Chief Engineer in managing his daily schedule, prioritizing tasks, and departmental follow-ups.
- Recorded and prepared meeting minutes for executive and technical sessions, ensuring accurate documentation and action tracking.
- Coordinated with universities and research institutions to facilitate seminars, technical visits, and student research programs.
- Supported line managers by compiling and consolidating operational and technical reports submitted by multiple departments.

## Education & Credentials

- Executive Masters in [Artificial Intelligence for Business](#) – Bologna Business School, Italy (2023–2024)
- Credential of Readiness in [Economics, Financial Accounting & Business Analytics](#) – Harvard Business School Online (2025)
- Certification in [Transforming Customer Experience](#) – Harvard Business School Online (2025)
- Graduate Diploma in [Mechanical Engineering](#) – Tamil Nadu State Board of Technical Education, India (1996)

## ERP Business Systems & Tools

SAP, JD Edwards, MS Dynamics 365, Epicor, ePromis, ServiceNow, Salesforce, ERPLY, Power BI, Tableau

## Professional & Personal References

Mr. Peter Harradine, [Managing Director](#), Orient Group of Companies, Dubai, United Arab Emirates  
Mr. Maurizio Gabbrielli, [Head of Department; AI & Computer Science](#), University of Bologna, Bologna, Italy  
Mr. Cristiano Boscato, [CEO](#), Dinova Innovation, Bologna, Italy  
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