

AMJAD M. MASOUD

Technical Delivery Leader | Director-Level Enterprise Architecture, Program Delivery & Digital Transformation

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PROFESSIONAL SUMMARY

Delivery and technology leader with 20+ years operating at director/partner-level scope — as CTO, Lead Enterprise Architect, and Technical Delivery Manager — across e-commerce, fintech, and government sectors. Track record of owning P&L-adjacent outcomes, building and leading teams of up to 15, and holding direct executive and C-suite stakeholder relationships. Delivered an 8x order capacity increase on a platform generating 1B SAR annual revenue, grew a regional product line from 5 to 40+ premier EMEA banking and insurance clients as sole architect and product owner, and led greenfield government digital transformation with zero scope disputes. Equally fluent in architecture decisions, cross-functional team leadership, and enterprise governance.

CORE COMPETENCIES

• Program & Portfolio Management	• Enterprise Architecture (TOGAF)	• Digital Transformation Strategy
• Agile / Scrum Delivery	• Executive & C-Suite Stakeholder Engagement	• Risk & Issue Management
• Team Building & Leadership	• Budgeting & P&L Awareness	• Vendor & Contract Management
• Legacy System Modernization	• Cloud & Hybrid Architecture	• Business Process Re-engineering
• CI/CD & DevOps Practices	• Requirements Analysis (BRD/FRD)	• Change Management
• Governance & Compliance:	• Saudi PDPL, NCA ECC Standards, PCI-DSS Compliance & Audits	• Regulatory Frameworks

TECHNICAL PROFICIENCY

- Cloud & Infrastructure: Microsoft Azure, Cloud & Hybrid Architectures, SQL Server (Always On), Redis High Availability.
- Enterprise Solutions & Tools: Jira, Microsoft Project, Confluence, Enterprise ERP Data Pipelines.
- Modern Software Frameworks: C# .NET Core, Microservices, RESTful APIs, Python (Data Science, Applied AI).
- Applied AI & LLMs: Local LLM deployment, Retrieval-Augmented Generation (RAG), LangChain.

PROFESSIONAL EXPERIENCE

Technical Delivery Manager

Feb 2025 – Present

EY, Amman, Jordan

Led end-to-end technical delivery for a new platform engagement for a newly established Saudi government entity, replacing entirely manual, email/spreadsheet-based operations with a purpose-built, multi-stakeholder digital platform.

- Drove requirements engineering as a core delivery work-stream — conducting structured workshops three times weekly to map and validate complex business process workflows using MS Visio, translating them into a comprehensive Business Requirements Document (BRD) encompassing process flows, epics, features, user stories, and UX wire-frames.
- Secured formal client sign-off on the BRD from the client Product Manager, establishing a clear and traceable requirements baseline before development commenced — the project's most critical risk-mitigation milestone.
- Governed Agile-Scrum delivery across a 5-person cross-functional team, running 2-week sprint cycles with daily stand-ups and end-of-sprint client review sessions, ensuring continuous stakeholder alignment throughout delivery.
- Governed full regulatory compliance for the platform, ensuring full alignment with Saudi **PDPL (Personal Data Protection Law)** and **NCA (National Cybersecurity Authority) ECC standards** to pass security readiness reviews prior to client sign-off.
- Achieved full client acceptance and formal sign-off upon delivery, with zero scope disputes — a direct result of rigorous upfront requirements traceability and structured sprint-by-sprint validation.

Technical Delivery Manager / Team Lead

2018 – 2024

MStart, Amman, Jordan

Brought on to architect and lead a full backend rewrite of a high-traffic digital goods e-commerce platform operating across web, Android mobile, Android EVD machines, and a third-party reseller API network — replacing a legacy system that crashed under 15,000+ daily orders.

- Delivered an 8x capacity increase — new backend handled 120,000+ daily orders with latency dropping from 3s to sub-200ms — directly unlocking significant revenue growth.
- Led end-to-end technical delivery across a 15-person cross-functional team, governing architecture, recruitment, resource allocation, and daily Agile-Scrum operations over a 6-year engagement, reporting directly to executive leadership.
- Modernized a mission-critical B2B platform serving 7,000+ retailers and wholesalers, coordinated technical integration and delivery across 30 external vendor and payment platforms, collaborating with third-party technical teams to implement and maintain reliable integrations across the digital marketplace.
- Redesigned production infrastructure for 99.9% uptime using SQL Server High Availability and a multi-layer caching architecture (SQL Server, Redis, Memcached), executing a zero-downtime database cut-over on a live environment.
- Led ~50 production releases, moving from weekly to predictable monthly cycles with deployment checklists and rollback procedures, cutting deployment windows from ~2 hours to 30–60 minutes and significantly reducing production incidents.
- Designed a database archiving strategy that reduced the operational database from ~1.6 TB to 600 GB, and introduced a dedicated read-only reporting database to eliminate reporting load from production during peak hours.
- Recruited and hired 4 engineers from ~20 candidates, mentored junior developers, and established coding standards and structured performance evaluations.
- Maintained continuous **PCI-DSS compliance** across a multi-channel payment architecture handling 120,000+ daily orders, successfully managing annual third-party security audits with zero major non-conformities.

Co-Founder & Delivery Lead (CTO)

2017 – 2018

Kafou Services, Jordan

- Co-founded and led the technical strategy and full product delivery of a two-sided mobile marketplace connecting end-users with local service providers.
- Designed and developed backend services, web administration portals, and mobile application APIs while integrating payment processing, geolocation, and messaging services.

ERP Systems & Financial Data Governance Specialist

2013 – 2017

Mahmoud Saleh Abbar, Jeddah, Saudi Arabia

- Recruited directly by the CFO to resolve a critical financial data integrity crisis — years of accumulated errors in the ERP had rendered core financial outputs unreliable and unauditable.
- Conducted a forensic audit of the ERP database, reviewing and reconciling millions of records against physical archives across multiple fiscal years until each period produced accurate, trustworthy financial figures.
- Designed and delivered complex custom financial reports for C-suite consumption that the ERP could not produce natively, giving leadership accurate visibility into business performance for the first time.
- Sustained data quality and ERP integrity over a 4-year engagement, establishing processes to prevent recurrence.

Product Delivery Manager & Lead Enterprise Architect

2005 – 2013

Grant Thornton, Saudi Arabia

Led the complete redesign of an Operational Risk Management (ORM) platform, transforming a legacy single-user Access application into a scalable, multilingual, multi-tenant web solution that became a key business offering across the EMEA region.

- Served as sole Architect and Lead Developer to design and engineer a highly secure, multilingual ASP.NET enterprise platform tailored for regulated financial environments.
- Drove exceptional commercial growth as Product Owner, expanding client acquisition from 5 to 40+ premier banks and insurance companies across EMEA.
- Defined the product roadmap, UX, technical architecture, reporting framework, multilingual capabilities, and security model, independently making all technology decisions.
- Delivered customer implementations and training across Saudi Arabia, Jordan, Qatar, Lebanon, India, and the UK, collaborating with Grant Thornton SA and CGC UK leadership.
- Established long-term C-level client relationships through architecture guidance and Tier-3 support over an eight-year engagement.

EDUCATION

Bachelor's Degree in Business Administration
Applied Science University, Amman, Jordan

PROFESSIONAL CERTIFICATIONS

- Project Management Professional (PMP®) | Project Management Institute (PMI) — March 2026 – March 2029
- TOGAF Foundation (Level 1) — In Progress
- Microsoft Certified: Azure Fundamentals (AZ-900) | Microsoft — November 2025
- EY Applied AI – Bronze Learning | EY — March 2025
- Building Business Acumen | EY — March 2026
- Developing Client Relationships | EY — March 2026
- Applied Data Science with Python – Level 2 | IBM — 2017
- Python for Data Science | IBM — 2017
- Advanced Certified Operational Risk Executive (CORE2) | Grant Thornton — 2010
- Certified Operational Risk Executive (CORE) | Grant Thornton — April 2007

LANGUAGES

Arabic: Native · English: Fluent (Professional Working Proficiency) · French: Intermediate