

COVER LETTER

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Re: Chief Digital Officer (CDO) Position – Dubai, UAE

Dear Hiring Committee,

I am writing to express my strong interest in the Chief Digital Officer position with your leading consumer electronics company. With 20+ years driving digital transformation, e-commerce growth, and technology innovation—including direct experience leading digital strategy for one of the region's largest consumer electronics retailers—I am confident I can accelerate your digital journey and deliver exceptional customer experiences.

Why I'm the Right Fit:

Consumer Electronics Expertise: As Head of E-Commerce Product & IT Strategy at Al Araby Group, one of Egypt's largest consumer electronics and home appliances retailers, I led end-to-end digital transformation. I developed comprehensive digital strategy, optimized e-commerce platforms, enhanced customer experience through user-friendly interfaces, and integrated digital marketing initiatives that drove online sales growth.

Proven Scale: At Delivery Hero (Talabat), I helped scale operations from 30,000 to 7 million daily orders—a 233x increase. This wasn't just growth; it was building the digital infrastructure, customer experience frameworks, and data analytics capabilities to sustain excellence at massive scale.

Digital Transformation Leadership: Currently, I'm leading a \$50M digital transformation across a 15-hospital network, implementing AI-powered systems, enterprise data analytics, and robust cybersecurity measures. I understand what it takes to drive organization-wide digital change.

Innovation + Execution: What sets me apart is my ability to bridge strategy and hands-on technology implementation. I don't just envision digital futures—I build them. I'm currently developing AI automation systems that demonstrate my commitment to staying at the cutting edge of technology.

What I Will Deliver:

- Comprehensive digital strategy aligned with your business goals
- Optimized e-commerce platforms that boost online sales and engagement
- Data-driven insights that inform strategic decisions
- Enhanced customer experiences through personalization and seamless interactions
- A high-performing digital team with a culture of innovation
- Strategic partnerships that accelerate your digital capabilities

I am excited about the opportunity to lead your digital transformation and would welcome the chance to discuss how my experience can drive results for your organization.

Thank you for your consideration.

Sincerely,

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