

Maram Al Zamami

Strategic Technology & Digital Transformation Executive

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PROFESSIONAL SUMMARY

Strategic Technology & Digital Transformation Leader with **10+** years of experience driving **national-scale transformation programs** across public and semi-government entities. Proven record of **owning multi-portfolio initiatives**, shaping **enterprise-level strategy**, and translating national visions into executable roadmaps with measurable outcomes.

Extensive experience operating at **senior leadership level**, leading full cross-functional teams, establishing **governance frameworks**, defining **KPI architectures**, and advising executive stakeholders across ministries and regulatory bodies. Trusted partner to leadership in delivering high-impact initiatives aligned with **Saudi Vision 2030**, spanning digital transformation, ERP modernization, policy enablement, and large-scale change programs.

Recognized for combining **strategic planning**, **execution governance**, and **stakeholder leadership** to deliver sustainable value, enable data-driven decision-making, and elevate organizational maturity. Positioned for a **Leadership role** where strategic ownership, portfolio leadership, and enterprise impact are core responsibilities.

CORE COMPETENCIES & ENABLING SKILLS

Strategic Leadership & Executive Advisory | National Portfolio & Program Governance | Digital Transformation & Enterprise Modernization | Vision 2030 Alignment & Strategic Execution | Stakeholder & Ministerial Engagement | Policy Development & Governance Frameworks | KPI Architecture & Performance Management | ERP & Large-Scale Systems Integration (SAP S/4HANA, PEGA) | Risk Management & Regulatory Compliance | Change Management & Organizational Enablement | Cross-Functional Team Leadership | Vendor & Consulting Partner Management | Business Process Optimization

KEY ACHIEVEMENTS

- Led and governed **national-scale digital transformation portfolios** comprising 30+ strategic initiatives, ensuring alignment with Saudi Vision 2030, regulatory mandates, and executive priorities across public and semi-government entities.
- Played a central leadership role in delivering **enterprise ERP and systems modernization programs**, including SAP S/4HANA integration, PEGA-based Declaration Management System upgrade, and revenue-critical platforms, strengthening operational resilience and governance maturity.
- Established and embedded **portfolio-level governance frameworks and KPI architectures**, enabling executive leadership to track performance, manage risk, and make data-driven strategic decisions across high-impact programs.
- Nominated by the Governor to **co-lead national digital transformation initiatives** under the National Transformation Program (NTP), directing flagship programs that modernized customs operations, revenue management, and customer engagement at a national level.
- Acted as primary strategic liaison for **80-100 senior stakeholders and executive leaders**, aligning cross-government priorities, resolving complex dependencies, and ensuring timely delivery of interrelated national initiatives.
- Enabled organization-wide transformation by **training and mentoring 30+ project managers** and supporting the execution of **100+ digital initiatives**, embedding governance-led, digital-first delivery practices across the authority.
- Delivered **mission-critical bonded zone and trade facilitation systems** with direct impact on national trade efficiency, compliance, and state revenue growth through structured leadership, governance, and stakeholder alignment.

PROFESSIONAL TRAININGS

- Strategy Planning Professional (SPP) – International Association of Strategy Professionals (IASP), 2023
- Project Management Professional (PMP®) – Project Management Institute (PMI), 2020
- Cisco Certified Network Associate (CCNA), 2018
- Ericsson Certified Professional, 2016

PROFESSIONAL QUALIFICATION

- **Alfaisal University, Saudi Arabia | 2021 – 2023**
Master of Business Administration (MBA)
- **Imam Muhammad ibn Saud Islamic University | 2010 – 2015**
Bachelor of Information Systems



PROFESSIONAL EXPERIENCE



Zakat, Tax and Customs Authority (ZATCA) – Saudi Arabia

Worked as “*IT Stream Lead / Acting Senior Manager - National Bonded Zone Program (BZMS)*”, 2025 – Present

Responsibilities/Accomplishments:

- Leading the national Bonded Zone Management System (BZMS), a mission-critical program aimed at streamlining bonded zone operations, enhancing trade facilitation, and supporting state revenue growth.
- Overseeing end-to-end IT workstreams including application infrastructure, cloud environments, system integrations, and technical governance in collaboration with global consulting partners.
- Ensuring alignment of program delivery with executive directives, regulatory requirements, and national trade objectives through structured governance and decision-making frameworks.

Zakat, Tax and Customs Authority (ZATCA) – Saudi Arabia

Worked as “*Senior Portfolio Manager - National Strategic & Digital Transformation Initiatives*”, 2022 – Present

Responsibilities/Accomplishments:

- Managing a portfolio of approximately 30 national strategic and digital transformation initiatives aligned with organizational strategy and Saudi Vision 2030 objectives.
- Establishing portfolio-level governance structures, delivery frameworks, and KPI mechanisms to provide leadership visibility and performance oversight.
- Engaging senior stakeholders across ministries and semi-government entities to align scope, priorities, dependencies, and outcomes of strategic initiatives.

Zakat, Tax and Customs Authority (ZATCA) – Saudi Arabia

Worked as “*Portfolio Manager (ERP & KPI Architecture) - Enterprise Transformation Programs*”, 2021 – 2022

Responsibilities/Accomplishments:

- Leading enterprise-wide transformation portfolios during and post-merger, overseeing three major portfolios critical to organizational integration and modernization.
- Directing the upgrade of the Declaration Management System from Oracle to PEGA, ensuring functional enhancement and strategic alignment.
- Overseeing delivery of ERP Merger Program (SAP S/4HANA), Risk Engine, Revenue Management Systems, and RPA initiatives linked to measurable KPIs.



Saudi Customs Authority

Worked as “*Program Co-Lead - National Digital Transformation Office (Governor-Nominated)*”, 2020

Responsibilities/Accomplishments:

- Nominated by the Governor to co-lead national digital transformation initiatives under the National Transformation Program (NTP).
- Leading flagship programs including Declaration Management System, Revenue Management, and CRM platforms to modernize customs operations.
- Overseeing deployment of a Business Intelligence (BI) platform to enable real-time operational insights and executive decision-making.

Ericsson – Saudi Arabia

Worked as “*Project Manager - Large-Scale Telecom Transformation Programs*”, 2019 – 2020



Responsibilities/Accomplishments:

- Delivering large-scale telecom transformation programs while ensuring adherence to timelines, budgets, and contractual obligations.
- Leading cross-functional teams and vendors to execute network and service rollout initiatives.
- Managing risks, dependencies, and stakeholder expectations across complex transformation environments.

Ericsson – Saudi Arabia

Worked as “*Network & Service Transformation*”, 2018 – 2019

Responsibilities/Accomplishments:

- Enabled effective network expansion and service optimization by delivering end-to-end solution designs aligned with technical standards, operational needs, and implementation constraints.
- Supporting RFP responses, solution blueprints, and technical proposals for new client acquisitions.

Ericsson – Saudi Arabia

Worked as “*Experienced Service Engineer*”, 2017 – 2018

Responsibilities/Accomplishments:

- Providing infrastructure and network support services while ensuring SLA compliance and service continuity.
- Supporting operational stability and technical excellence across telecom client environments.

Cisco Systems

Worked as “*System Engineer Trainee*”, 2016



Responsibilities/Accomplishments:

- Supporting enterprise network monitoring, diagnostics, and troubleshooting as part of a competitive training program.
- Building foundational enterprise networking expertise supporting progression into telecom and transformation leadership roles.