Imad Daou, PMP®, GEMBA

Program Manager, Sales Executive, ICT, Charging and Billing Systems, Technology, IT Governance and Digital Transformation Business Leader | Startup Expert | Global Executive MBA (with distinction)

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Summary

I am a **Technology Executive, Managing Director and Program Leader (PMP®, GEMBA)** with over 20 years of experience across the MENA region, leading and building technology businesses and delivering complex, multimillion-dollar technology and digital transformation programs.

My career began in **Online Charging, Billing and Customer Care systems** and evolved across **telecom infrastructure, IT, cloud, digital transformation, enterprise technology and SaaS**. I have combined deep technical expertise with commercial and business leadership, delivering more than **USD 90M in technology projects** and engaging in the sale of **USD 100M+ of Technology, IT and Digital Transformation solutions**.

At **Siemens and Nokia Siemens Networks**, I led major Charging, Billing and Customer Care programs for leading operators across the Middle East and Africa, including **Ooredoo Kuwait, Touch Lebanon, Telenor Pakistan, Zain Jordan, Yemen Mobile, Wataniya Algeria and Tunisiana**, among others.

I subsequently expanded my career into **technology infrastructure and large-scale mobile network programs**, including the delivery of more than **USD 50M of Mobile Infrastructure and IT projects in Iraq**. I also built and structured **three technology service delivery companies across Egypt, Myanmar and Iraq**, developing organizations capable of generating **USD 5M–20M in annual sales volume** while consistently exceeding operational and commercial KPIs.

As **Managing Director of Infosysta KSA**, I have focused on business transformation and growth, increasing **Services Sales by 30% and Product Sales by 20%**, expanding the business into broader Enterprise Technology and Digital Transformation services, and supporting customers in their transition from **infrastructure-based deployments to SaaS and cloud-based models**. My role combines **P&L leadership, strategic sales, enterprise account development, technology transformation, delivery governance and organizational development**.

I bring a distinctive combination of **technical depth, commercial acumen and executive leadership**, with experience spanning the full technology lifecycle—from solution design and program delivery to business development, sales, organizational transformation and customer success.

My professional philosophy: *I create meaningful success stories by delivering win-win outcomes for my organization and clients, leveraging high-end technologies to drive sustainable growth, transformation and positive impact across the region.*

Top Skills

Program Management	Project Management
Agile Project Management	Operations Management
Leadership Development	B2B Sales

Experience

Managing Director 01/2026 – Present
Infosysta KSA Riyadh

- **Business leadership:** Taking overall responsibility for the KSA business, including sales, delivery, corporate services, commercial performance and strategic direction.
- **Sales transformation:** Restructuring and strengthening the sales organization, establishing account priorities, improving pipeline discipline and pursuing larger enterprise and government opportunities.
- **Strategic account development:** Personally engaging with major Saudi organizations and building opportunities around Atlassian and adjacent transformation technologies.
- **Portfolio expansion:** Moving the business beyond pure Atlassian licensing toward **ITSM, SDLC, DevSecOps, Device42, consulting, implementation and managed services**.
- **Enterprise solution selling:** Developing solutions around Jira, Confluence and Jira Service Management, while addressing enterprise requirements such as service management, asset management, automation, Arabic support, Teams integration and data residency.

- **P&L / commercial leadership:** Managing the commercial direction of the KSA operation, including revenue growth, margins, pricing, contracts and overall business performance.
- **Delivery governance:** Working closely with Delivery and PMO to improve execution, resource allocation, customer satisfaction and alignment between what Sales sells and what Delivery can actually deliver.
- **Executive client management:** Personally managing escalations and critical customer relationships, particularly on strategic transformation programs.
- **Partner ecosystem:** Working with Atlassian and specialized technology partners to build capabilities around ITSM, DevSecOps, SDLC and enterprise transformation.

Managing and Program Director 03/2019 – 12/2025
Blue Lantern Iraq Iraq
Client Portfolio: Nokia, Huawei, Ericsson, Korek and Asiacell (Ooredoo) in Iraq
- Lead the Slart-Up and Operations of the Blue Lantern delivery arm for Ersal FZE Dubai. Blue Lantern is focused on Digital Transformation and IT Infrastructure Projects in Iraq. Blue Lantern drives the sales and delivery activities of mega IT Design and Service Projects in Iraq. At Blue Lantern we achieved a high reputation in our category, as we got ranked a number one in Technology projects Rollout Planning and Optimization for Iraq fulfilling 99.5% of the contracted KPIs and delivering projects for Korek (30 million USD) Ericsson and Nokia (2 million USD).
- Engaged with SUBEX and other Technology Vendors to penetrate the IRAQ Market.
- Built Power Lab, to validate energy balance sheet for batteries and efficiency for hybrid power solutions targeting IT industry.

Senior Advisor, Information Technology and Digital Transformation 04/2016 – Present
ERSAL FZE UAE
Executing advisory contracts to deliver IT and Digital Transformation Projects to Businesses within the MENA region

Managing and Program Director 09/2015 – 03/2016
Linfra Myanmar LTD. Myanmar
Client Portfolio: Ooredoo Myanmar
- Lead Linfra Myanmar LTD. (IPT Powertech group) to achieve Power Managed Services Operations project delivery for Ooredoo adhering to the contracted baselines. Project value 100 million USD over 5 years.
- Lead Power O&M and Field Services for 3000 mobile operator's tower and contracted for Linfra by Ooredoo Myanmar.
- Lead the implementation and operations of BSS/OSS system for power solutions for more than 3000 mobile operators tower and power sites.

Program Director 01/2013 – 08/2015
Shabakkat Egypt
Client Portfolio: Ericsson Egypt
Lead the rollout of Mobile Networks infrastructure project serving Ericsson and their end clients Vodafone, Mobinil and Etisalat over Egypt Nationwide Territories.

Regional Director of Operations 03/2012 – 08/2015
Shabakkat Kuwait Kuwait
Client Portfolio: Zain Iraq-Ericsson Egypt-EthioTelecom Operators
Business Development at Shabakkat Cellular in Kuwait

Program Manager 01/2011 – 03/2012
Nokia Siemens Networks
Client Portfolio: Zain Group-QTel (Ooredoo) Group and MENA Mobile Operators
Program Management in the area of Consultancy and Systems Integration portfolio at Nokia Siemens Networks. CSI at Nokia involves services related to elite products like Charging, Billing and Care

Project Management Group Head 07/2009 – 12/2010
Nokia Siemens Networks
Client Portfolio: QTel Group (Ooredoo now) and Zain Group
Scope: Charging Billing and Care

Project Manager 12/2007 – 06/2009
Nokia Siemens Networks
Client Portfolio Zain Group and Touch Lebanon
I held during this phase the position of Project Manager for Intelligent Networks Systems and Business Support Systems

Team Leader 08/2004 – 12/2007
Nokia Siemens Networks
Client Portfolio: Zain Jordan
Level 2 Care for Intelligent Networks and BSS Systems

R & D Consultant 08/2003 – 08/2004
Computer Technology And Services s.a.r.l

Integration Engineer 01/2002 – 08/2002
NEC French Mobile Development Centre
Integration of UMTS Protocol Stack on 3G Mobile Phones

Education

Global Executive MBA, Business Administration and Management 09/2021 – 09/2023
SKEMA Business School

Master's degree, Computer Systems Networking and Telecommunications 2001 – 2002
Ecole nationale supérieure des Télécommunications

Bachelor of Engineering (B.Eng.), Telecommunications Engineering 1996 – 2001
Université Saint-Joseph de Beyrouth

Languages

English
Full Professional

French
Full Professionall

Arabic
Native or Bilingual

Spanish
Elementary

Career Highlights:

Infosysta KSA Accelerated Transformation and Structuring

Delivered 40 million dollars of Charging and Billing Projects at Nokia Siemens Networks

Delivered 50 million dollars of Mobile Infrastructure IT projects in Iraq

Engaged in selling 100 million dollars of Technology, IT and Digital Transformation projects

Structured and executed 3 Startup Technology Service Delivery Companies where I surpassed expectations and exceeded the set KPIs: Shabakkat Egypt - Linfra Myanmar Blue Lantern Iraq- generating from 5 to 20 million USD of sales volume yearly

What I can do best:

I can lead complex organizations to deliver extra-large technology and digital transformation projects.