

TOURAN WEDA

IT Director | Chief Technology Officer | Digital Transformation Head

GenAI | Blockchain | Cloud Solutions | Data Analytics | IT Infrastructure | Cybersecurity | Stakeholder Management | Budget Management | Vendor Management | Project Management | Strategic Planning | Digital Transformation | Agile Methodologies | Innovation | Problem-Solving | Risk Management | O365 | Yeastar PBX | Zoho Analytics | Hubspot | Google Analytics | Asana | Jira | PHP | Progress Openedge | Oracle | Microsoft Azure | IBM | Amazon Web Services (AWS) | MongoDB | Google Cloud | SAP | MariaDB | Cloudera

15+ years of experience in IT leadership, specializing in roles such as CTO, CIO, IT Director, Digital Transformation Director, and Technology Leader | Worked in diverse industries, including Leisure/E-commerce/Retail, Private Healthcare, SAAS/Beauty and Wellness, Construction (Careys), and Consultancy (Deloitte) | Launching a new ERP system, resulting in a >20% cost saving in unaccounted revenue and safeguarding against unexpected costs by setting up PO approvals | MCSE (Microsoft Certified Systems Engineer) | CCNA (Cisco Certified Network Associate) | ICCP – Certified Software Engineer | CompTIA A+ | Information Technology Management and Leadership Professional (ITMLP) | Certified Scrum Master (CSM)

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ACHIEVEMENTS HIGHLIGHTS

- Successfully led a multimillion-dollar digital transformation for Powerleague, the UK and Europe's largest small sided football provider, redesigned customer journeys driving a 40% increase in online bookings and noticeably enhancing customer satisfaction | **(Retail Sector)**
- Spearheaded a team of 40+ professionals, encompassing CRM managers, product managers, project managers, scrum masters, developers, head of software engineering, and head of IT, in the development and implementation of an innovative e-commerce platform | **(Retail Sector)**
- Pioneered the development of Bookingznow, a mobile SaaS platform crafted on scalable architecture and PHP, revolutionizing the landscape of appointment booking for salons, barbers, and groomers, B2B and B2C | **(Beauty & Wellness)**
- Applied cutting-edge GenAI techniques, including natural language processing (NLP), machine learning algorithms, and predictive analytics, driving a 25% increase in customer engagement and 20% boost in personalized user experience | **(Retail Sector)**
- Established pivotal partnerships with third-party vendors such as Healthpoint, SEHA, and Gulf Medical University, integrating healthcare technologies to cut patient wait times by 20% and boost diagnostic accuracy by 15% | **(Healthcare Sector)**

WORK EXPERIENCE

Chief Technology Officer | Powerleague Group Ltd (E-commerce & Retail) | UK | Jan 2023 – Present

Successfully led the digital transformation at Powerleague, a prominent UK and Europe-based company, managing a \$7 million budget. Oversaw a team of 40+ professionals, including CRM managers, product managers, project managers, scrum masters, developers, head of software engineering, and head of IT, throughout the development and implementation of an innovative e-commerce platform.

- Engineered and launched a new website and app with customer-centric features, such as split payments, resulting in a remarkable 40% increase in online sales within the initial 4 months
- Implemented the seamless integration of third-party solutions by overseeing vendor selection, API integration, and system testing processes, ensuring optimal functionality and performance
- Successfully led stakeholder engagement and secured board approvals for strategic initiatives, effectively aligning technical requirements with business objectives and ensuring the successful execution of projects
- Integrated agile methodologies, DevOps practices, and cloud solutions to optimize system performance, enhance scalability, and drive a comprehensive digital transformation
- **Previous engagement with Powerleague Group UK | Head of IT | Promoted to IT Director a year later | Mar 2015 – Feb 2017**

Chief Technology Officer | DNA Health Corp (Healthcare) | Dubai, UAE | Mar 2020 – Jan 2023

As the Chief Technology Officer at DNA Health Corp, spearheaded the establishment of a technology-driven organization, facilitating the startup of operations with minimal staff and budget requirements. Managed a team of over 20 individuals, including developers, engineers, designers, project managers, and support staff.

- Project-managed the development of booking software from a SAAS provider, aligning business requirements with software provider specifications. The project adhered to Agile methodology, utilizing Jira for effective project management
- Managed direct P&L by evaluating budgetary allocations and identifying areas for investment in technology initiatives. Implemented a new electronic health records system, aligning with organizational goals of improving patient care. This led to a 15% increase in operational efficiency and a 20% reduction in administrative costs within the first year, delivering measurable ROI.
- Set up a comprehensive Data Room for potential investors, including the documentation of all IT-related assets, such as lists of domains owned and physical hardware details, ensuring transparency in asset management
- Led cross-functional teams (engineering, product, design) to develop and launch a scalable client-facing application, reducing delivery timelines by 30% and improving user satisfaction by 20%
- Deployed a custom AI-powered chatbot integrated into the website and app, utilizing NLP and machine learning algorithms to drive personalized user experiences, increase engagement, and streamline client interactions.

Chief Technology Officer | Bookingznow (Beauty Services) | Dubai, UAE | Mar 2017 – Feb 2020

- Spearheaded the creation of Bookingznow, a groundbreaking mobile SaaS platform with a scalable architecture and PHP foundation, transforming the landscape of appointment booking for salons, barbers, and groomers (B2B & B2C)
- Integrated Stripe payment processing into the app, offering seamless and secure payment options for customers. This integration resulted in a notable 20% increase in booking completion rates, contributing to revenue growth for salon owners
- Developed a cloud-based booking engine, revolutionizing real-time appointment scheduling and management for businesses. Achieved a notable 40% reduction in scheduling errors and a 25% increase in booking efficiency
- Implemented automated appointment reminders, customizable booking preferences, and real-time analytics dashboards for salon owners, enhancing operational efficiency and elevating customer satisfaction
- Designed and implemented an API-first architecture using microservices, ensuring flexibility, scalability, and seamless integration capabilities
- Successfully launched the front-end website and mobile app, significantly improving brand visibility and accessibility for customers. This resulted in a remarkable 30% increase in user engagement and retention

Cloud Engineer Lead | Deloitte | UK | Jan 2013 – Jan 2015

- Delivered 30+ successful Cloud migrations / DevOps transformations to Azure, GCP, and Hybrid Cloud
- Led delivery of a modernization and integration project that reduced deployment times by 66%, improved performance by 80%, and reduced system outage time by 90%
- Achieved 3.5x growth of Cloud revenue and 2.5x headcount
- Oversaw the migration of 40+ applications to the cloud, which reduced deployment time by 75% and increased system performs

CORE TECHNICAL SKILLS:

- Office 365, Javascript, HTML, CSS, .NET, Progress Openedge, React, Go, Python, Swift UI, AWS, Kotlin, Flutter, PHP, WordPress, Kubernetes, Magento, headless CMS (contentful, Kentico); Software management tools – Jira, Asana, Monday.com, clickup, git

EDUCATION:

- Bachelor of Science | Computer Science | First Class | University College London (UCL), UK