



MOSTAFA ABUSAMRA

Strategy Director

Hi Hiring Committee,

I am Mostafa, a seasoned professional with over 14 years of experience in project management, strategic planning, and leadership. Throughout my career, I have successfully designed and executed strategies, established governance frameworks, and led transformative initiatives across various industries.

In my current role as Strategy Director at the **Ministry of Education**, I lead the development and implementation of institutional strategy and performance management frameworks. I have been instrumental in cascading strategies across departments, creating KPIs, and establishing governance structures to ensure alignment with national goals. My work has empowered teams to deliver sustainable outcomes and enhanced organizational performance.

Previously, I have spearheaded **large-scale national projects**, including setting up and managing Program Management Offices (PMOs) for high-profile clients such as the **Ministry of Defense (MOD) Development Program** and the **National Industrial Development and Logistics Program (NIDL)**. My expertise includes coordinating cross-functional teams, tracking performance metrics, and ensuring alignment with Saudi Arabia's Vision 2030.

I also led the team that developed the operating model for the initiative management office in **ADAA** The National Center for Performance Measurement and their business intelligence department.

In addition to my extensive professional experience, I hold an **MBA** from Heriot-Watt University in the UK and am certified in **PMP, PMI-ACP, SAFe Agilist**, and **SAFe SPC**. These qualifications have enriched my ability to lead teams, streamline processes, and adopt innovative methodologies in strategy and project management.

My deep understanding of complex organizational environments, coupled with my ability to develop strategic frameworks and performance management systems, uniquely positions me to drive impactful results. I am excited about the opportunity to bring this expertise to your organization, delivering value through leadership, innovation, and execution.

Sincerely,
Mostafa Abusamra



وزارة الدفاع
MINISTRY OF DEFENSE



Quality Of Life
Program



National Industrial
Development and
Logistics Program



Details on my Professional Experience

Strategy Director

Quality of Life (VRP)

PMO & IMO Setup & Operation



Quality Of Life
Program

In this role, I was responsible for setting up and operating the Program Management Office (PMO) and Initiative Management Office for the Quality of Life VRP. I developed project management processes and governance frameworks to monitor the program's initiatives, ensuring alignment with Vision 2030.

A key part of my role was managing communication between VROs within government entities that owned the program's initiatives. I ensured that VROs were equipped with the necessary tools and frameworks to deliver their projects and coordinated regular reporting to facilitate efficient decision-making.

National Industrial Development and Logistics Program (VRP)

PMO & CPMO Setup, Operational Planning, and VRO Coordination



National Industrial
Development and
Logistics Program

At the National Industrial Development and Logistics Program, I was tasked with establishing both the Program Management Office (PMO) and the Corporate Performance Management Office (CPMO). We helped in developing the operational plan, laying out the processes, structures, and timelines necessary for the successful implementation of the program's initiatives.

In addition to building the PMO, I facilitated communication with VROs across various government entities, ensuring alignment with program objectives. I also provided the VROs with the tools and frameworks required to execute their projects efficiently, while the CPMO tracked and monitored overall performance to ensure the program's goals were met.

Ministry of Interior (VRO)

VRO Setup and Initiative Management



In my role with the Ministry of Interior's Vision Realisation Office (VRO), I was responsible for setting up the office and developing their initiative management methodology. This involved designing structured processes for managing and overseeing the ministry's strategic initiatives, ensuring alignment with Vision 2030.

I worked closely with internal teams to implement a framework for initiative tracking, reporting, and governance, streamlining execution and monitoring across multiple projects. My work enabled the Ministry of Interior to more effectively manage its strategic initiatives and drive progress toward national objectives.

Details on my Professional Experience

Strategy Director

ADAA (The National Center for Performance Measurement)

Initiative Tracking & IMO Setup



At ADAA, I was responsible for developing a comprehensive initiative tracking methodology to enhance the performance measurement of national programs. I established the Initiative Management Office (IMO), designing frameworks and processes that allowed for real-time tracking and reporting of key initiatives.

My work ensured that ADAA could effectively monitor progress, manage resources, and align initiatives with national strategic goals, providing stakeholders with clear insights into performance and areas for improvement.

Ministry of Defense Development Program

Central & Satellite PMO Setup and Operation



In this role, I was responsible for establishing the central Program Management Office (PMO) for the Ministry of Defense Development Program, as well as setting up satellite PMOs across the kingdom. I developed the full operational structure, including governance frameworks, project management processes, and reporting mechanisms.

My work ensured that the PMOs could effectively manage and coordinate defense-related initiatives, providing a unified approach to project execution and performance tracking across multiple regions. I also oversaw the ongoing operation of these offices, ensuring they operated efficiently and aligned with the ministry's strategic goals and new organisational structure.

Esports World Cup Foundation

Events PMO Setup & Operation for the First Esports World Cup



I was responsible for establishing the Events Project Management Office (PMO) for the inaugural Esports World Cup, the largest esports event ever held globally. This unique project required creating a tailored project management framework and governance structure to handle the scale and complexity of the event.

In addition to overseeing the operations of the first World Cup, I was overseeing logistics, stakeholder coordination, and event execution. This groundbreaking initiative set a new standard in esports event management, I was accountable for reporting directly to the National Strategic Management Office (SMO) and His Highness Crown Prince Mohammed bin Salman (MBS). This included providing regular updates on progress, key milestones, and strategic decisions to ensure alignment with national goals and leadership expectations. My work ensured the event ran smoothly, delivering a landmark experience for participants and audiences worldwide.

Details on my Professional Experience

Strategy Director



Saudi Esports Federation

PMO, & Business Intelligence Unit Setup & Operation

At the Saudi Esports Federation, I was responsible for establishing the Project Management Office (PMO), and the Business Intelligence Unit. Over the course of three years, I operated the PMO, managing a portfolio of projects valued at over 3 billion SAR. My leadership ensured that strategic objectives were met across multiple high-profile initiatives within the esports sector also led the development of the EPM for the federation.

In addition to running the PMO, I played a key role in supporting the establishment of both the Esports World Cup Foundation and the Saudi Authority for Gaming and Esports (SAGE). I also contributed significantly to the development of the National Gaming and Esports Strategy for Saudi Arabia, aligning the Kingdom's gaming and esports ambitions with Vision 2030.



Ministry of Education (MOE)

Strategy Director

وزارة التعليم
Ministry of Education

In my current role at the Ministry of Education, I lead the development and implementation of the institutional strategy and performance management framework. I am responsible for creating the strategy maps that align the ministry's objectives with Saudi Arabia's Vision 2030. Additionally, I cascaded the strategy across all the ministry's general departments using the W model, ensuring that each department had a clear understanding of its role in achieving the overarching strategic goals.

I developed comprehensive training materials and conducted strategy and performance management workshops for over 500 ministry employees to enhance their understanding and engagement with the new frameworks. Part of my responsibilities included establishing the Corporate Performance and Strategy Management Unit (CPMO), developing its operating model and governance framework to ensure strategic alignment and performance tracking across the ministry.

In addition, I built the overall dashboard and reporting framework, providing senior leadership with clear, real-time insights into key performance indicators. The CPMO issues detailed monthly, quarterly, and annual reports that track progress and highlight areas for improvement. I have also led knowledge transfer and change management initiatives to ensure a smooth adoption of these new strategies and systems throughout the ministry.

Details on my Educational Experience

Strategy Director

University Education

Mechatronics Engineering

University of Jordan, Jordan
Graduation Year: [2011]



Master of Business Administration (MBA)

Heriot-Watt University, UK
Graduation Year: [2016]



Sports Management

ITTI & F.C. Barcelona, Spain
Graduation Year: [2023] - Valedictorian



Certifications

Project Management Professional (PMP)

Project Management Institute
Certified: [2014]



PMI Agile Certified Practitioner (PMI-ACP)

Project Management Institute
Certified: [2020]



SAFe Agilist

Scaled Agile
Certified: [2021]



SAFe Program Consultant (SPC)

Scaled Agile
Certified: [2022]



Skills

- Setting up and Operating GIGA events PMO, SMO & Business intelligence
- Building data centers for data storage and analytics
- Applying SAFe model for GIGA projects on big Events
- Certified Train the trainer as SAFe Program Consultant
- Developing Operating models and BI units

CONTACT



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EDUCATION

Esports Management

Masters Degree

ITTI Barcelona

2022-2023 - **Valedictorian**

MBA

Masters Degree

EDINBURGH Heriot-Watt

2014 - 2016

Mechatronics Eng.

The University of Jordan

2006 - 2011

CERTIFICATION

// SAFe® 5 SAFe Program Consultant

Train the Trainer Certificate

SCALED AGILE, INC
2022

// SAFe® 5 Agilist

SCALED AGILE, INC
2021

// PMI-ACP

Project Management Ins.
2020

// PMP

Project Management Ins.
2014

MOSTAFA ABUSAMRA

Strategy Director

- **14 years** of experience in **Strategic Planning** and **PMO Setup and Operation** and Business Intelligence
- **Two Masters** Degrees in both business & **Esports**
- Worked on the biggest Esports strategies in the kingdom **NGES** and **IGNITE** developing and tracking the initiatives and its 5 year KPIs and targets
- Have an active Esports Project with the **city of Barcelona** and the Mobile World Congress (**MWC**)
- Lead the PMO and Strategy team for both **GAMERS8** and **Esports World cup**

WORK EXPERIENCE

○ Horvath Partners / Strategy Director

Since Aug 2024

leading the development and implementation of the **institutional strategy** and **performance management framework** and developing the **CPMO** for **MOE**

○ Saudi Esports Federation / PMO Head

March 2020 - Aug 2024

led the PMO in the Federation in one of the biggest Esports and Gaming festival in the world **GAMERS8** and **Esports World Cup**

Formulating the biggest Esports Strategies in the kingdom National Gaming and Esports Strategy **NGES** in 2021, and **IGNITE** with the club support program, as well as reporting to the world cup committee and the IMO

○ devoteam / Transformation Manager & BI

2015 - 2020

Assisted in establishing the TMO in the **ministry of defense** in Saudi Arabia. also I have worked on several projects within the **vision of Saudi's 2030** ecosystem, including VRO's (vision realization offices)in the **ministry of interior** in Saudi Arabia, and **NIDL P VRP** (Vision realization programs and assisted in setting up **ADAA** (The Performance management office for the kingdom)

○ GE / Planning Manager

2011 - 2015

analyzing market trends and business data to inform strategic decision-making

