ALI ADNAN AL-ZAABI

STRATEGIC GROWTH AND DIGITAL INNOVATION EXPERT

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The Sultanate of Oman

EXPERIENCES

ITHCA GROUP
HEAD OF STRATEGIC PLANNING
FEB 2025 - NOW

OMAN BROADBAND
SENIOR KEY ACCOUNT MANAGER
MAR 2021 - JAN 2025

OMAN VISION 2040 OFFICE
HEAD OF BUSINESS ENVIRONEMNT - INVESTMENT TOOLS (SECONDMENT)
NOV 2021 - JUNE 2023

OMAN AVIATION GROUP
SPECILIST BUSINESS PLANNER
DEC 2019 - MAR 2021

ERNTST & YOUNG L.L.C.
SENIOR BUSINESS DEVELOPMENT
DEC 2017 - DEC 2019

CENTRAL BANK OF OMAN
ECONOMICS RESEARCH
JUN 2017 - DEC 2017

RECKITT BENCKISER GROUP
PRODUCT SPECIALIST
JAN 2017 - JUN 2017

DATAOM - ITHCA GROUP'S MARINE CABLE CO.
BOARD SECRETARY
OCT 2023 - NOW

EDUCATION

PHD IN INNOVATION & MANAGEMENT
UNIVERSITY OF CENTAL LANCSHAIRE
JUN 2021 - NOW

MSC IN SUSTAINABILITY, ENTREPRENEURSHIP AND DESIGN
BRUNEL UNIVERSITY LONDON
SEP 2016 - DEC 2017

BSC IN ECONOMICS & MANAGEMENT
BRUNEL UNIVERSITY LONDON
SEP 2013 - SEP 2016

INTERNATIONAL BACCALAUREATE®
THE SULTANS SCHOOL
SEP 2011 - SEP 2013

CERTIFICATES

NATIONAL YOUTH PROGRAM
ROYAL ACADEMY OF MANAGEMENT
NOV 2019

ETIMAD CERTIFICATE
ROYAL ACADEMY OF MANAGEMENT
JUN 2024

SUMMER OF CODE
ITA
JUN 2017 - SEP 2017

AUTOCAD 2D
CADD CENTRE
OCT 2017 - NOV 2017

ITHCA Group - Head of Strategic Planning

- Led the development and execution of ITHCA Group's corporate strategy aligned with national ICT and innovation goals
- Spearheaded strategic planning initiatives across multiple subsidiaries, ensuring synergy and alignment with group objectives
- Conducted market analysis and competitive benchmarking to identify growth opportunities and mitigate risks

Oman Broadband - Senior Key Account Manager

- Managed key accounts, increasing client satisfaction and retention by 20%.
- Developed and executed strategies for revenue growth and market expansion.
- Conducted comprehensive sector analysis to identify new business opportunities.
- Collaborated with technical teams to integrate telecom solutions that enhance service delivery.

DataOM ITHCA Group's Submarine Cable Company - Board Secretary

- Contributed significantly to the strategic governance of DataOm, supporting its mission in the dynamic field of submarine telecommunications.
- Played a key role in establishing the new submarine cable company.

Oman Vision 2040 - Head of Business Environment - Investment Tools

- Led initiatives to improve the business environment and attract investments.
- Established the "Invest in Oman" center, enhancing the country's investment landscape.
- Collaborated with stakeholders to develop and implement strategic plans.
- Recognized by the Minister for outstanding efforts and contributions to the Vision 2040 goals.
- Conducted sector analysis and identified growth prospects to support economic development.

Oman Aviation Group - Specialist Business Planner

- Led strategic planning initiatives resulting in a 15% increase in operational efficiency.
- Analyzed market trends to inform business development strategies.
- Implemented digital solutions to improve communication and coordination across departments and subsidiaries.

Ernst & Young L.L.C. - Senior Business Development

- Identified and capitalized on new business opportunities, contributing to a 10% revenue increase.
- Conducted market research and analysis to support business growth and brought a new solution to the Omani Market - Robotics Process Automation.
- Advised on the implementation of ICT solutions to streamline business operations.
- Worked on Digital Transformation projects with several ministries and ITA at the time.

Central Bank of Oman - Economics Research

- Conducted economic research and analysis to support policy development.
- Delivered reports and presentations on economic trends and forecasts.

Reckitt Benckiser Group - Product Specialist

- Enhanced product packaging for Dettol, incorporating sustainability principles.
- Developed and implemented marketing strategies to boost product sales.

Telecom and ICT Business Development

Extensive experience in identifying and capitalizing on business opportunities in the telecom and ICT sectors.

Strategic Analysis

Proficient in conducting comprehensive sector and customer portfolio analysis.

Revenue Growth

Skilled in identifying revenue growth prospects and formulating strategic initiatives.

PROFESSIONAL SKILLS

- Office Suits
- Database Management
- Statistical Software (EViews)
- MySQL
- Bloomberg
- HTML 5
- C# & C++
- Adobe Suite
- Advanced Bookkeeping