

# HOSSAM HAMMAM

AI-Enabled Digital Workplace | IT Service Management | IT Colleague Experience | Enterprise Transformation

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## EXECUTIVE PROFILE

Senior AI-enabled Digital Workplace, IT Service Management, and Colleague Experience leader with 20 years of experience across UAE banking, UAE government, non-profit cultural sector, education transformation, and maritime digital transformation.

My career has been built around helping organizations move from traditional technology operations into secure, modern, scalable, and people-focused digital environments. Across banking, government, education, culture, and maritime operations, I have led transformation programs that improved collaboration, service reliability, customer and employee experience, compliance readiness, and operational performance.

Experienced in leading enterprise-scale Microsoft 365, Microsoft Teams Voice, endpoint, Azure Virtual Desktop, ITSM governance, compliance, vendor, AI adoption, automation, and service transformation programs across regulated, government, non-profit, and multi-country environments.

Recognized for translating business, regulatory, and operational requirements into secure, measurable, and scalable technology services. Certified in One Million Prompt and multiple AI-related professional programs, with practical experience enabling Microsoft Copilot, AI agents, automation, Microsoft Dynamics contact center AI use cases, sentiment analysis, AI-enabled IVR concepts, and digital productivity adoption within enterprise environments.

## SIGNATURE IMPACT

- Led and governed Microsoft enterprise services and licensing for 22,000 users across the United Arab Emirates, Egypt, the United Kingdom, Singapore, India, and Saudi Arabia.
- Delivered enterprise workplace transformations across the United Arab Emirates, Egypt, the United Kingdom, Singapore, India, and Saudi Arabia, including 17,000 OneDrive users, 2,600 offshore Azure Virtual Desktop migrations, and regulated Microsoft Teams Voice services for 2,000 users.
- Implemented Verint VFC PSTN compliance recording through Microsoft Teams and Azure, aligned with UAE Central Bank, audit, legal, and retention controls.
- Led global Audio Video and modern meeting-room modernization valued at approximately USD 17M, including Surface Hub, Logitech, Neat, Owl, Huawei, Cisco, Avaya, and related collaboration ecosystems.
- Achieved approximately USD 7M hardware cost savings through lifecycle rationalization and legacy platform decommissioning.
- Enabled AI adoption and digital productivity initiatives, including Microsoft Copilot enablement, AI agents, prompt engineering, Microsoft Dynamics contact center sentiment analysis use cases, AI-enabled IVR concepts, and automation-focused service improvements.
- Certified in One Million Prompt, Building AI Agents for Beginners by Microsoft, AI Fundamentals, AI Agents, AI Agent Engineering, Prompt Engineering, and Responsible / Trustworthy Generative AI.
- Supported large-scale UAE public sector technology programs impacting students, teachers, and education transformation environments.
- Delivered digital transformation across critical port logistics operations, reducing operational delays by 30% through workflow automation and system integration.

## CORE CAPABILITIES

Capability Area	Relevant Scope
Digital Workplace	Microsoft 365, Microsoft Teams, SharePoint, OneDrive, Exchange Online / Hybrid, Viva, Microsoft Copilot enablement, collaboration governance, user adoption, and digital productivity.
IT Service Management	Service desk transformation, incident management, problem management, change management, request management, SLA / OLA governance, service catalog, knowledge management, major incident governance, service transition, and support governance for branch and ATM service environments.
Endpoint & End User Computing	Microsoft Intune, MDM / MAM, endpoint lifecycle, compliance baselines, Conditional Access alignment, BYOD, Azure Virtual Desktop, endpoint security, secure remote work enablement, and tablet banking solutions through MAM and MDM governance.
Voice, Collaboration & Contact Center AI	Microsoft Teams Voice, PSTN, Direct Routing, Operator Connect, SBCs, compliance recording, meeting-room technology, Audio Video solutions, executive collaboration platforms, AI automation, AI sentiment analysis through Microsoft Dynamics for contact center, and AI-enabled IVR concepts to support customer experience.
Cloud & Security	Microsoft Azure, AWS, Oracle Cloud, Entra ID / Azure AD, SSO, MFA, OAuth2, Zero Trust, DLP, Microsoft Defender, Microsoft Purview awareness, and secure cloud service adoption.
AI, Automation & Digital Productivity	Microsoft Copilot enablement, AI agents, prompt engineering, One Million Prompt certification, workflow automation, AI adoption support, contact center AI use cases, sentiment analysis, AI-enabled IVR, digital assistant concepts, and productivity transformation.
Governance & Leadership	Executive reporting, vendor management, RFP / RFQ preparation, budget oversight, regulatory alignment, stakeholder management, adoption strategy, change management, service performance governance, and technology support oversight for branch and ATM service touchpoints.

## PROFESSIONAL EXPERIENCE

### RAKBANK - Vice President, Head of IT Colleague Experience | Dubai, UAE | Nov 2025 – Present

Leading colleague experience transformation across Digital Workplace, End User Computing, IT Service Management, and End User Operations, with a focus on improving employee productivity, service reliability, executive visibility, and operational discipline.

- Own the colleague experience portfolio across Digital Workplace, End User Computing, IT Service Management, and End User Operations, with focus on service performance, reliability, governance, and measurable business outcomes.
- Lead technology support governance for employee services, branch operations, ATM service touchpoints, and executive support environments.
- Designed a centralized SLA-driven service desk operating model for 5,000 employees, improving resolver ownership, escalation discipline, service visibility, and executive reporting.
- Established ITSM dashboards covering SLA performance, MTTR, backlog, ticket aging, first contact resolution, P1 / P2 recurrence, CSAT, and vendor performance.
- Led ITSM, ITOM, ITAM, Incident Response, and CMDB RFP preparation, shaping vendor selection, platform consolidation, and future service management maturity.
- Strengthened incident, problem, change, and service transition governance through runbooks, knowledge management, service readiness, and RCA discipline.
- Improved operational transparency through service scorecards, structured governance forums, escalation tracking, and cross-functional ownership discipline.

### EMIRATES NBD - Senior Platform Owner / Digital Workplace | Dubai, UAE | 2020 – 2025

Played a key role in modernizing digital workplace services across a regulated banking environment, supporting secure collaboration, compliance-aligned communication, endpoint governance, AI adoption, and enterprise productivity across multiple countries.

- Led Microsoft 365, Microsoft Teams Voice, Exchange Hybrid, Intune, endpoint, Azure Virtual Desktop, and collaboration modernization across regional enterprise environments.
- Governed Microsoft enterprise agreements and licensing for 22,000 users across the United Arab Emirates, Egypt, the United Kingdom, Singapore, India, and Saudi Arabia, improving compliance, utilization, and cost control.
- Delivered OneDrive migration for 17,000 users and regulated Microsoft Teams call recording program aligned with UAE Central Bank, legal, audit, compliance, and retention requirements.
- Migrated 2,600 offshore users from on-premises VDI to Azure Virtual Desktop and led cross-functional delivery teams across multiple countries.
- Delivered 200 Surface Hub and meeting-room deployments with Logitech, Neat, Owl, Huawei, and related Audio Video collaboration technology.
- Delivered tablet banking solutions through MAM and MDM governance, enabling secure mobile banking access, endpoint protection, and controlled application access for relationship management teams.
- Supported AI adoption and automation initiatives, including Microsoft Copilot enablement, AI agents, prompt engineering, AI-enabled IVR concepts, and Microsoft Dynamics contact center sentiment analysis use cases to improve productivity and customer support.
- Supported enterprise customer experience enablement through secure collaboration, contact center AI concepts, and service integration aligned to Emirates NBD's large-scale customer base.
- Earned Group GEM Award for digital innovation.

### DUBAI CULTURE & ARTS AUTHORITY - Senior Technology Engineer - Digital Transformation | Dubai, UAE | 2019 – 2020

Contributed to digital transformation within a UAE government and non-profit cultural sector environment, supporting cultural programs, public-facing initiatives, internal teams, artists, curators, and executive stakeholders through secure and reliable technology enablement.

- Delivered digital workplace, unified communications, VoIP, video collaboration, and service readiness improvements within a UAE government and non-profit cultural sector environment.
- Supported digital platforms and exhibition technologies for cultural initiatives including Sikka Festival, Al Marmoom Film Festival, and Arabic Calligraphy initiatives.
- Enabled secure technology services for cultural venues, internal teams, artists, curators, and public-facing programs.
- Provided VIP and executive technology support for Board members and senior leadership, ensuring responsive escalation, service continuity, and high-quality user experience.
- Supported technology adoption, training, and operational readiness for digital workplace tools and collaboration platforms.
- Contributed to UAE cultural sector digital transformation by improving service reliability, collaboration readiness, and secure technology enablement.

## MINISTRY OF EDUCATION - Service Delivery Lead - Smart Learning Program | UAE / London | 2016 – 2019

Supported education transformation through service delivery governance, digital classroom readiness, smart learning operations, and technology enablement across public education environments.

- Led service delivery governance for education transformation programs across UAE public school environments, covering field support, vendor coordination, escalation management, and service performance.
- Supported Office 365 adoption, Microsoft Surface Pro deployment, smart classroom readiness, and digital learning infrastructure.
- Managed service delivery operations for large-scale education technology environments supporting students, teachers, and digital classroom enablement.
- Coordinated technical teams, vendors, and stakeholders to ensure service continuity, SLA alignment, and readiness for education technology platforms.
- Supported infrastructure readiness, device lifecycle coordination, and operational support for smart learning environments.
- Contributed to education transformation by improving collaboration readiness, digital learning access, and technology-enabled classroom operations.
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## ALEXANDRIA PORT AUTHORITY - Team Lead - IT Operations / Port Digital Transformation | Alexandria, Egypt | 2006 – 2016

Built the foundation of my transformation career in mission-critical maritime operations, where technology directly supported port logistics, operational continuity, executive services, and real-time coordination between land-side and marine operations.

- Led IT operations and digital transformation across critical maritime and port logistics environments, supporting high-availability technology services for operational and executive users.
- Delivered port logistics digitization by integrating truck entry and exit, weighing systems, vessel scheduling, dispatch coordination, and real-time operational data.
- Improved operational flow and reduced bottlenecks by 30% through workflow automation, system integration, and digital dispatch coordination.
- Supported technology operations across major port environments, enabling secure communication, infrastructure continuity, and real-time coordination between land-side and marine operations.
- Managed IT service continuity, executive/VIP support, infrastructure operations, and end-user technology readiness for mission-critical port services.
- Contributed to maritime digital transformation by improving visibility, process efficiency, and operational coordination across port logistics workflows.

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Microsoft MS-700, MS-720, Microsoft 365, Microsoft Teams Voice, SharePoint Online, Microsoft Intune, MDM / MAM, Azure Fundamentals, Azure AI Fundamentals, Oracle Cloud Infrastructure 2023 / 2024, AWS Business Essentials, ITIL, PRINCE2, Agile Project Management, Power BI Data Analyst, Program Management, Crisis Management, Building AI Agents for Beginners by Microsoft, AI Fundamentals, AI Agents, AI Agent Engineering, Prompt Engineering, One Million Prompt, Responsible / Trustworthy Generative AI, Stakeholder Management, and Digital Marketing Fundamentals.

## EDUCATION & LANGUAGES

- Bachelor's Degree, Alexandria University, Egypt.
- Arabic: Native
- English: Full Professional Proficiency