

NOEL BENJAMIN D'COSTA

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Address: Abu Dhabi, U.A.E | Lisbon, Portugal

Availability: 1 month

Digital Transformation Director (Golden visa holder) with 20+ years leading complex technology programs worth \$300M+, specializing in digital strategy, cloud computing, solution architecture, ERP, and leveraging AI, ML, IoT, and RPA to drive business growth. Industry experience in Public Sector, Defense, Manufacturing, Retail, Consulting, and Aviation.

PROFESSIONAL EXPERIENCE

ABU DHABI DIGITAL AUTHORITY – Digital Transformation Advisor; Abu Dhabi (U.A.E) *January 2023 – present*

- Received a request to join the Shared Government services to expedite the delivery of three major programs for over 84 government entities, namely, Enterprise Service Management, ERP, and Single Unified Active Directory.
- Responsible for defining the future digital agenda of Abu Dhabi, in collaboration with the Emerging Technologies sector, based on a gap analysis performed on the shared government services
- Establishment of the Enterprise Architecture function for new technologies being implemented and to ensure a cohesive government solution architecture
- Leading cross-functional teams to implement the digital transformation plan and ensure it is executed successfully
- **Currently engagements on hold due to restructure of the ADDA, which is ongoing.**

EDGE GROUP PJSC – Digital Transformation Director; Abu Dhabi (U.A.E) *August 2020 – January 2023*

- EDGE is the 25th largest Defense Company in the world, with an annual turnover of US\$ 7B and 15,000 employees. Ran Digital Transformation for 30 EDGE entities across the U.A.E and Europe.
 - Designed the transformation roadmap by doing gap analysis, created a Value Management Office to track KPIs, enterprise architecture roadmap and implementation timelines.
 - Directed the development of IT and digital strategies for military and naval manufacturing; devised technology roadmaps and solution architecture, reducing current development time and costs by 40%.
 - Consolidated technology landscape from 8 ERPs to SAP S/4HANA resulting in a simplified architecture, saving US\$ 16M in license restructuring and reduced headcount of 100+ resources, amounting to US\$ 3M annually.
 - Implemented Microsoft CRM, CPQ, Sitecore, and other applications to achieve 81% automation and drive increase in revenue by 30% Year on Year.
 - Executed re-engineering of end-to-end business processes and implemented global shared services, thus reducing workforce costs by 25% across the shared services of Finance, HR and Procurement.
 - Spearheaded IoT, Predictive Analytics, and RPA technologies in the manufacturing line; reduced downtime and increase efficiency by 30%, and saved US\$ 250K annually, specifically for autonomous weapons.
 - Transformed EDGE's data vision, leading to better decision-making and improved bottom line by 45%.
 - Augmented app count from 2 to 31 in 24 months to support digitization.
 - Supervised an internal team of 35 and 300+ onshore/offshore external teams to drive the change.
- Directed the Digital Transformation program for 5 entities of **Advanced Technology Research Company (ATRC)**.
 - Implemented the ATRC program with EDGE to optimize the shared resources which resulted in a saving of US\$ 20M over the course of the program.

ETIHAD AIRWAYS PJSC – Head of Technology & Digital Innovation; Abu Dhabi, U.A.E *January 2012 – August 2020*

- Etihad Airways is the national carrier of the U.A.E with a turnover of US\$ 6B, 17M passengers, and 29,000 employees located in 160 cities.
- Managed enterprise architecture, program management, and software application development for the transformation program at Etihad Airways, driving SAP ECC 6.0 implementation, Direct Operating Costs (160 locations), Data Science capabilities & Data Management program.

- Achieved US\$ 400M in cost savings, propelling Etihad to profitability.
- Integrated e-commerce services with revenue accounting & fraud solutions, reducing leakage by US\$ 20M p.a.
- Revamped SAP Application Support, cutting costs by 40%, and introducing captive & DevOps teams.
- Spearheaded quality assurance testing for major programs, including SABRE & AIMS; identified and resolved 50+ application bugs and increased testing efficiency by 25%.

PROTIVITI INC. – Senior Manager, IT & Business Consulting; Middle East *October 2007 – December 2011*

- Engaged C-Level stakeholders on industry/regulatory/value topics, fostering interpersonal relationships to support a US\$ 40M practice of Enterprise services.
- Conducted workshops with 15+ government entities to identify and map out key business processes; streamlined workflows and reduced process time by 30%, as part of a restructure initiative in Kingdom of Bahrain.
- Managed SAP ECC 5.0 delivery for a financial institution in Qatar (12 months), integrating core systems with ERP.
- Influenced restructuring of Finance, HR & Procurement for an Oil & Gas entity in Kuwait, transitioning to SAP ECC 4.0 with 23 subsidiaries.
- Led business requirements, solution design & architecture stream for an E-Commerce Platform for a retail giant in Southeast Asia (US\$ 6B turnover).

ETOILE (CHALHOUB GROUP) – Senior ERP Lead; Kuwait, U.A.E, Riyadh *February 2004 – September 2007*

CONVERGYS – Application Helpdesk Supervisor; Bangalore and United States *April 2003 – September 2003*

DELL – Level 3 Server and Infrastructure Engineer; Bangalore and United States *February 2002 – March 2003*

NATIONAL INSTITUTE OF OCEANOGRAPHY – Software Engineer; Goa and Malaysia *April 1997 – March 1998*

EDUCATION

Chartered Institute of Management Accounting (CIMA) | CGMA, CIMA, AICPA | United Kingdom

VT University | Masters in Computer Applications | Bangalore, India

Goa University | Bachelors in Commerce and Accounting | Goa, India

CERTIFICATIONS

Leading SAFe 5.0 (Scaled Agile) | Scaled Agile SAFe | U.S.A | *April 2020*

SAP Project Manager | SAP | Germany | *April 2020*

Risk Management Assurance (CRMA) | IIA | U.S.A | *August 2015*

Information Systems Auditor (CISA) | ISACA | U.S.A | *June 2015*

IT Service Management ITIL | British Computer Society | United Kingdom | *June 2012*

Microsoft Dynamics Great Plains (all ERP modules) | Microsoft | U.S.A | *October 2011*

SKILLS & TECHNOLOGIES

Automation Technologies: RPA (Automation Anywhere, Blue Prism, and UiPath) and BPM (ARIS).

Multi-Channel: Omni channel DevOps, Mobile Applications, Web & E-Commerce, CRM/CPQ Platforms.

Audience Engagement: UX design, Personalized experiences, Advanced Cognitive & Customer-centric content.

Corporate Applications & ERP Systems: SAP (S/4HANA v2020, SuccessFactors, ARIBA, EPM), Oracle 12c.

Manufacturing Technologies: SAP MES/MII, PLM systems, IoT solutions (PTC Windchill, IBM Watson IoT).

Advanced Analytics: Power BI, SAP Analytics Cloud, Azure Data lakes, Cloudera, Databricks, Alteryx.

Change Leadership: Change Management, Cost Benefit analysis, Business Value Articulation & Process Optimization.

INNOVATIVE PROJECTS OF INTEREST

- AI Recruitment and Screening with Video Interviewing using Body Language mapping.
- Receivables, Payables, and Financial Statement forecasting using AI and ML techniques.
- Selling via Augmented Reality, integrated with CRM and CPQ solutions.
- AI Chatbots with Machine Learning on core enterprise applications.