SHABIR ALI MURTAZA

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Technology & Digital Transformation Leader | AIOps | IT Strategy | OSS/BSS | Cloud & ITSM | Telecom & ICT Innovator

DIGITAL TRANSFORMATION | PROGRAM & TECHNOLOGY MANAGEMENT

Results-driven Technology Program Manager with 23+ years in business process automation, digital transformation, and IT service management within ICT and telecom. Expertise in AI/ML automation, cloud integration, OSS/BSS, and ITSM to optimize network operations and scalability. Skilled in leading large-scale programs, governance, compliance, and end-to-end execution. Adept at cross-functional leadership, vendor management, and delivering high-impact tech solutions. A visionary leader driving digital innovation, recognized keynote speaker at major industry summits. Experience with Ooredoo Oman, Du PJSC, Etisalat UAE, Viva Ooredoo Kuwait, and Huawei across UAE, Bahrain, and Oman.

ACHIEVEMENT(S)

✅ **Telco OSS & Digital Transformation**

- Deployed Telco Huawei ITSM platform (iNOC), integrating NMS, EMS for centralized network Ops, management.
- Executed Auto B2C provisioning (iBridge) for Ooredoo Oman, reducing onboarding time by 70%.
- Enhanced DWDM monitoring (Fiber Doctor), cutting restoration steps by 66%.
- **Implemented fibre cut demarcation and localization** (N2510) tool, reducing MTTR by 57%.
- **Integrated (AAA, Billing, BRAS, U2000 & N2510) for** E2E troubleshooting (T&D).
- **Radio Sites geographical centralized monitoring** (GEOL) deployed, reducing prep time by 60%.
- Activated real-time Radio Sites & Data Center Infrastructure devices sensors-based monitoring solutions (SIMS).
- **Implemented socializing** cloud-based telco field engineer's workforce management platform (WFM).

✅ **Digitalization & ICT Operational Excellence**

- 27% MS TCO savings, by automating telco O&M processes (on BPMN 2.0 based platform) and developed performance dashboards (QMS).
- Automated Technology Project Resource Capitalization, for expenditure classification (into Capex/OpEx), resulted 15-20% Opex reduction annually.
- Streamlined **Technology Suppliers** contract lifecycle, especially 3rd Line support ITR process through CMS.
- Strengthened cybersecurity posture **by developing security platform** (TDMS) and risk tracking.
- Replaced snipper hire recruitment and cornerstone scorecard platform's with in house developed RMS and SCS.
- Developed Technology Risk management platform, with induction of BOW TIE semi quantitive assessment methodology.
- Created IT Application Catalogue covering EOS/EOL risks, Service tree, SOD Matrix and connecting with business services.

✅ **IT Project Delivery, OSS & BSS Transformation**

- Applied HP OSS Stack (TeMIP, APM, NNMI, USLAM) & Huawei ITSM (AUTIN).
- Led BMC Helix upgrade on Kubernetes platform and centralized MNP (CNP) among local MNO's.
- Reduced MTTR 86%, of Services activation, termination failure, payment reconciliations use cases by Bot platform (ONU).
- Reduced manual efforts up to 60%, by application sunset, ITSD health check reports and IT devices auto backup use cases.

✅ **Telecom Rollouts**

- Managed FTTX/GPON migrations (Etisalat UAE) and Telco Inventory (du PJSE UAE).
- Migrated manual ticketing to BSP automation (Amadeus France).

✅ **Process Improvement, Compliance & Governance**

- Implemented Huawei MSUP (tmforum endorsed) at Ooredoo Oman, improving CR Success rate up to 95%, MTTR by 40%.
- Leveraged ICT Ops, Maturity, by achieving compliance to IT Assets Management (ISO/IEC 55001), O&M Processes (ISO/IEC 20000-1), Ops, Risk (ISO/IEC 31000), Business Continuity (ISO/IEC 22301) and Crisis Management (BSI 11200).
- Established Technology GRC frameworks (ISO/IEC 38500, COBIT 2019).
- **Achieved** PCI DSS compliance for Ooredoo Oman digital channels, CDE scope, as merchant.
- Led Lean improvements in IT operations.

AWARDS

- Best Manager – FTTX Rollout (Etisalat) – Led large-scale fibre deployment in Northern Emirates.
- Excellent Employee of the Year (Huawei, 2016 & 2017) – Recognized for outstanding leadership.
- Best MS Manager (Huawei & Ooredoo, 2015–2017) – Awarded for excellence in service management.
- Best Contribution Award (Ooredoo, 2018) – Honoured for driving business transformation.
- Future Star & Contribution Awards (Huawei) – Recognized for innovation and impact.
- Ops & Transformation Awards (Ooredoo, 2021 & 2022) – Led operational and strategic shifts.
- Best Program Manager (Ooredoo, 2023 & 2024) – Delivered high-impact programs with excellence.

PROFESSIONAL EXPERIENCE

Program Manager – Digital Transformation | Ooredoo Oman Muscat | Oman   Mar 2020 onwards

Highlights

- **Technology Projects Leadership** – Managed Centralized Network Portability (CNP), BMC Helix on Kubernetes, and IT asset management platform, preventing revenue leakage.
- **Transformation Initiatives** – Spearheaded use cases to enhance customer experience and operational efficiency.
- **ITSM:** Reduced inefficiencies by 15% (by achieving ISO 20000-1 compliance), sped up decision-making by 30%, and cut reporting time by 70%.
- **I&T Governance:** Strengthen the CTIO scorecard cascading by achieving ISO 38500 compliance, TMC charter development for Ooredoo Oman Information & Technology governance.
- **PCI DSS:** Achieved PCI DSS v4.0 certification for Ooredoo Oman, card Data Environment applications.
- **ICOFR:** Led 2020-2024 annual Internal Control of Financial Reporting (ICOFR) assessments (PWC & KPMG), aligning ICT with ITGC controls.
- **IT Controls:** Saved $300K annually, ensuring compliance with ITG controls including COSO, ISO 27002 and local regulations.
- **Asset Management:** Achieved ISO 55001 compliance, automating 85% of asset discovery, improving accuracy by 90%, and reducing costs by 15%.
- **IT Catalogue Consolidation** – Streamlined the IT applications catalogue and automated it on open-source platforms.
- **ICT Transformation:** AI bots cut PKI and eSIM processing by 40%, boosting efficiency by 20%. Automated resolutions reduced customer complaints by 9%, while backup automation decreased manual work by 11%.
- Automated 55% of radio network alarm behavior (AABD), auto TT, PDT, and SQDT by 90+%, and enabled 5% auto-resolution (ADX) for the radio network.
- **Digital Touch Points** – Leveraged digital channels monitoring through Created performance dashboard (data source from OpenText APM, Clever Tap, and Grafana).

Job Profile

Managing Technology Strategic transformation initiatives, Enhancing operational maturity by implementing robust ICT ops, governance frameworks in collaboration with OEM's and SI's (Tech Mahindra, Huawei and others) while ensuring stringent adherence to IT security, regulatory compliance, and risk management protocols to safeguard business continuity, targeting seamless CX, higher CSAT with optimized technology Opex.

Expert - Operation Support & Transformation | Ooredoo Oman Muscat | Oman   Oct 2018 – Feb 2020

Highlights

- **OSS Project Management:** Led deployment of HP OSS products (TeMIP, SiteScope, NNMi, USLAM) integrated with ITSM platforms, optimizing network and service management.
- **Automation:** Developed in-house platforms (QMS, RCP, MMO, RMS), reducing OPEX by 65% and boosting efficiency.
- **Risk & Business Continuity:** Designed Ops, Risk, and BC frameworks, ensuring and achieved compliance with ISO/IEC 31000 ERM, ISO/IEC 22301 BCMS. BSI 11200 CMS, and 9001 standards.
- **Data Governance:** Managed data cleaning, transformation, and analysis using HP USLAM and custom tools, providing actionable insights for decision-making.
- **Telco Ops, Governance:** Governance of Ooredoo Oman Telco Ops, (managed by Huawei), ensured seamless commodity services provisioning to the end customer, through ops, transformations initiatives and MS contractual deliverables.

Job Profile

Governance of Telco Managed Service project, drove ICT Ops, transformation projects with MS, OEM's and within Ooredoo Oman Service Assurance department.

Director - Operational Ex, Transformation | Ooredoo SVMS Project| Huawei Technologies | Oman   Oct 2017 – Sep 2018

Highlights

- **Operational Excellence** – Led MS Operational Excellence, leveraging the operational processes by adoption of MSUP practices and continuous process improvements and reduced MS TCO overall (11%).
- **Operational Tools Optimization:** Deployed key operational tools like iBridge and Fiber Doctor, leading to faster onboarding (70%) and reduction in operational downtimes (66%).
- **Efficiency Improvement:** Successfully automated several key operational processes, resulting in an 18% overall improvement in process execution efficiency.
- **Field Ops, Transformation:** Improved field operation efficiency by 20% through the FM, OSP, and B2X Synergy proposed model, optimizing service delivery and resource management.
- **Data Centre Cost Reduction:** Achieved a 29% cost reduction in data centre operations while improving overall efficiency through a new operational model.
- **Digital Readiness Evaluation** – Assessed digital maturity across people (by tmforum DMM), processes, tools, and CX to identify improvement areas and align with digital strategy.
- **Risk Management Framework:** Developed and implemented a Network Operation Risk Management framework, digitized on an in-house platform, ensuring proactive risk mitigation and operational continuity.
- **Inventory & SPMS:** streamlined Telco SPMS operation by automating the spares movement between Main Stick Location (MSL) to regional Field Stock locations (FSL) and maintain the safety Stock Level's (SSL).

- **Info, Security Compliance**: Launched Threats defence management system (TDMS), assuring compliance by automating security incident, access management, data wiping, VPN, application whitelisting and achieved ops, efficiency by 20%.

Job Profile

Leveraged MS Operational quality, optimized efficiency, MS TCO, Improved CX (through proactive measures & reducing the outages) by developing, implementing and driving MNO Ops, excellence and transformation initiatives.

Quality, Process & OSS Manager | Ooredoo SVMS Project| Huawei Technologies | Oman　　　**Jan 2015 – Sep 2017**

Highlights

- **ISO 9001:2015 Certification**: Successfully led the achievement of ISO 9001:2015 certification for Ooredoo Oman.
- **O&M Process Re-engineering**: Introduced process enhancements, boosting productivity and streamlining workflows with adoption of tmforum etom and ITIL frameworks.
- **O&M Processes Metrics** – Defined and tracked processes performance metrics (time, quality, efficiency bound KPIs in reference to etOM) and visualization on BPMN platform (QMS) to drive continuous improvement.
- **O&M Processes Orchestration** – Streamlined processes within the SDM platform for end-to-end lifecycle management, enhancing operational metrics and business KPIs.
- **Continual Service Improvement**: Developed and implemented CSI Framework and leveraged the MS overall quality by identification areas of improvement in MS fulfilment, Assurance and Ops, Support (FAB) areas.
- **Proactive Ops,:** Led development and implemented response plans (ERP, BCP, & DRP), for proactive risk identifications, mitigations and reduced potential network outages.
- **User Access Management**: streamlined User Access Management Operation, by developing, implementing and automating the UAR requests and SOD matrix's.

Job Profile

Drove high-quality service delivery by orchestrating robust quality management practices, streamlining operational processes, and ensuring optimal OSS performance. Spearheaded continuous improvement initiatives that enhanced OSS effectiveness, boosted process efficiency, and improved overall service reliability.

PREVIOUS EXPERIENCE

- *Change Management Specialist | Ooredoo SVMS Project| Huawei Technologies | Oman | Apr'14 - Aug'15*
  Optimized CR implementation processes, achieved 98%+ success rates. Streamlined SDM-CR module for better information capture and approval rules. Managed CR lifecycle, prioritized requests, and coordinated with stakeholders to prevent conflicts. Enhanced processes and automated dashboards, reducing CR rejections by 15% and boosting closure KPIs by 30%.
- *Front Office Manager & OSS Manager | Ooredoo SVMS Project| Huawei Technologies | Oman | Apr'13 - Mar'14*
  Led Moile network Tier-1 management, alarm correlation, and escalations per Network Surveillance. Spearheaded Huawei iNOC OSS integration with MOS5100, MOS5200, and MOS7100. Managed a 45-member team overseeing Network Surveillance and Incident Management across 2G, UMTS, LTE, Core, IGW, NGTN, FTTX, and Microwave links, ensuring SLA compliance for Huawei M2000, U2000, I2000, and E// OSS-RC systems.
- *SME – Efficiency Analysis & Benchmarking | du CNMS Project | Huawei Technologies | Dubai | Jan'13 – Mar'13*
  Analyzed cross-domain efficiency at FLO and SLO levels, including RAN, Transport, Core, IN/VAS, Transmission, and FLM, to benchmark roles as SMEs. Recalibrated efficiency benchmarks and identified gaps and improvement opportunities. Established and automated a project efficiency enhancement mechanism, later adopted regionally.
- *Manager - Consumer Service Assurance Fixed | du CNMS Project | Huawei Technologies | Dubai | Oct'12 – Dec'12*
  Led shadowing plans for seamless transition, ensuring SLA adherence during transition and operations. Managed transition gates and oversaw fixed service assurance to meet SLAs for the consumer segment
- *Project Manager | DU Telecom PJSC | Dubai | Oct'10 – Sep'12*
- *GPON Roll Out & Quality Assurance Manager | Etisalat UAE | Dubai | Nov'07 – Sep'10*
- *System Support Engineer | Amadeus | Paris | Apr'03 – Oct'07*

CREDENTIALS

Education

- MSc Digital Transformation - University of Hull, United Kingdom (UK)
- PGD - Enterprise Risk Management - London School of Business, United Kingdom (UK)
- Bachelor of Information Technology (BIT Hon's) - IU Karachi, Pakistan
- Fellowship of the International Register of Certified Auditors (IRCA) | Professional Education & Certification body (PECB)

Certification(s)

- Tmforum - Framework Overview (FX), Business Process Framework (eTOM), Information Framework (SID), Application Framework (TAM), Digital Maturity Model (DMM), Certified Business Development Manager, Certified Platform Development Manager, Certified Transformation Manager, GC Index - Certified Gcologist
- PECB ISO 31000 Certified Senior Enterprise Risk Manager, PECB ISO 27005 Certified Information Security Risk Manager
- PECB ISO 22301 Certified Senior Lead Business Continuity Implementer | Senior Business Continuity Lead Auditor
- PECB ISO 27001 Certified Senior IS Lead Auditor | APMG ISO 27001 Certified Auditor | APMG ISO 27001 Certified Practitioner
- ISACA COBIT 2019 Certified and IRCA ISO 9001 Lead Auditor (Quality Management)