DARWISH KHALIL

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Executive Summary

An experienced technology startup co-founder, passionate digital leader, innovative and forward-thinking senior executive with over 18 years of hands-on ICT and digital experience in highly competitive industries, specialized in digital & technological transformation and digital payment innovation, with a proven track record in co-founding, building, directing and leading cutting-edge, large-scale and complex IT, Telecom, FinTech, and global e-commerce businesses.

Strategic, visionary and inspiring leader proficient in building a customer-centric and digital mindset by driving a proactive and engaged employee culture, creating an emotionally intelligent workplace, and developing high performing cross-functional teams to achieve outstanding results, and deliver omnichannel, seamless, and world-class customers' digital experience. Successfully taken several offline retail businesses to the digital world.

Professional Skills

- Digital & IT Strategy
- Change Management
- Strategic Partnerships
- Stakeholder Management
- IT Infrastructure Enhancement
- Digital & Technology Transformation
- Strategic Planning, Forecasting, Budgeting
- Resource Management & Capacity Planning
- Program Management
- Team Building & Leadership
- Agile Software Development
- System Design & Architecture

Work History

Co-Founder, Senior Director, Chief Technology & Digital Officer   10/2013 – 11/2018
IMC Telecom (Rinboo)   Beirut, Lebanon / Florida, USA

Founded and built a new telecom retail brand "Rinboo Calling Services", and its innovative FinTech service line "Rinboo eMoney Services" in the B2C sector from concept to completion. Created, directed & led the whole technical, operational, sales, technological transformation, marketing strategies and execution plans for this new digital startup business.

- Architected the whole digital retail business, hired, trained, developed, coached, mentored, and led the technical teams for designing & building the FULL retail solution, user and administration web portals, and mobile applications.
- Defined IT strategic direction and tactical oversight for operations and sales management, as well as systems design and development using in-depth business knowledge of competitive landscape and industry insight.
- Helped to guide the planning and review process of cost budgets, continuous system improvements, and infrastructure enhancements through the design and deployment of the proper strategic frameworks.
- Set-up a successful brand and product roadmap that shape and market on the emerging industry, market and users' needs by initiating and developing a successful, innovative, and customer-centric digital strategy and business models.
- Ensured that the brand's objectives are achieved in the most cost-effective and efficient way by preparing the annual budget and business plans, and monitoring progress against these plans.
- Played a key role in planning, monitoring, appraising, applying, and enforcing policies and procedures to accomplish the company's mission and objectives and ensure regulatory compliance.
- Drove long-term business and revenue growth through the right strategic partnerships, KPIs and site metrics analysis, and the support and development of digitally-enabled, multi-channel go-to-market strategies.
- Developed a channel-agnostic content strategy and framework for the whole brand driven by consumer behavior.
- Formed and cultivated strategic partnerships with international partners & professional relationships with vendors.
- Led capacity planning activities to ensure delivery against operational requirements and optimize efficiency and costs.

Key Accomplishments:
- Advanced profit margins from 10% to 48% by defining and implementing improved sales strategies.
- Boosted customer service ratings by 85% by driving customer-centric digital strategy and innovation.
- Increased customer base by 400% within one year by creating and executing innovative digital marketing strategies.

Chief Information & Technology Officer
PolarisNet

04/2011 to 08/2013
Riyadh, Saudi Arabia

Oversaw the global IT department and systems development unit for PolarisNet - one of the fast-growing internet service and data center providers in Saudi Arabia, including 23 employees among 6 divisions in two countries (Lebanon & KSA).

- Led all the technical activities and strategies related to effective information technology management, including new products and systems development, data center operations, network, and service performance assurance, telephony services, help desk, and field support operations.
- Led the company's continued investment in infrastructure to drive growth including future domestic network builds and the evolution of network and data center services, capacity planning and optimization.
- Provided methodologies for object-oriented software development and efficient Oracle database design.

Key Accomplishments:
- Designed and developed a special integration solution (sold at $400K) for billers in Saudi Arabia, to facilitate the integration of the electronic bill payment and presentment between domestic banks and SADAD payment system.
- Planned and remotely managed the migration of the whole telecom business operations from Riyadh to Jeddah without any service cut-offs.

Co-Founder, Chief Technology & Digital Officer
Cloud Communications & Computing Corp.

04/2011 – 08/2013
Beirut, Lebanon / Florida, USA

Co-founded a new telecom retail brand "SoftCall", and a new wholesale brand "CallBOX" in voice over IP services market for the B2C and B2B sectors. Created and directed the whole technical, digital and operational strategies and execution plans. Played a key role in creating, managing and executing the brands' sales and digital marketing strategies and plans.

- Designed and deployed strategic frameworks that helped to guide the planning and review process of cost budgets, continuous process improvement, and infrastructure enhancements.
- Ensured proper alignment of business and financial objectives by monitoring and managing all aspects of the company's governance and technology strategy, analyzing variances, and initiating required corrective actions.
- Identified opportunities and risks for delivering the company's services, including identification of competitive services, opportunities for innovation, and assessment of marketplace and technical hurdles to the business success.

Key Accomplishments:
- Enhanced the company's reputation with acquirers and increased customer trust by attaining PCI DSS compliance and preventing IT security breaches and theft of payment card data.
- Helped to increase sales by 45% by playing a key role in commercial activities by executing comprehensive digital marketing campaigns across multiple media channels.
- Increased monthly sales by 70% through implementing development strategies to expand existing customer base and product presence in the marketplace (lead generation tools: rewards, referrals & distribution programs).

Chief Information & Technology Officer
P-Group

04/2011 to 08/2013
Beirut, Lebanon

Directed software and systems development, technical operations, software quality assurance, customer support and business development functions to own and drive successful delivery of company's software and system development projects and services while contributing to the product strategy and the overall company road-map.

- Led a cross-functional team of web developers, systems and network engineers, quality assurance specialists, and UI designers to develop complex projects from concept to completion while managing outside vendors.
- Ensured network, system and data availability and integrity through preventative maintenance and upgrades.
- Scheduled projects implementation and staff training, and planned this with other departments through periodical steering meetings.
- Successfully defined and guided the implementation of industry best practices, standards, processes, and tools to strengthen the organization, support and develop business, and drive competitive growth.

Key Accomplishments:

- Decreased company's overall costs by more than 50% through restructuring and reorganizing existing telecommunications wholesale platform.

Senior Software Development Manager
P-Group / PolarisNet

03/2008 to 03/2011
Lebanon/Saudi Arabia

Directed and led the IT department and systems development unit by managing a team of 6 developers; collaborating as a Scrum Master to design and implement various software and systems development projects from the ground up through completion; applying different Software Development Life Cycle (SDLC) methodologies (Agile, Waterfall, etc.); requiring the identification of software and IT service requirements from internal and external stakeholders; designing testing scenarios for the system approval process and usability testing; ensuring processes are optimal and lean prior to development.

- Achieved both companies' operational objectives by maintaining current IT systems and platforms; evaluating, recommending, testing, installing, and implementing new technology; preparing and completing master and action plans; defining and implementing production, productivity, quality, and companies' standards; resolving problems; completing audits; determining system improvements; and implementing change.
- Conducted and proposed technical feasibility studies for new functional designs and applications to be developed in coordination with the using parties, and suggested options for performance improvement of existing platforms.
- Wrote and assisted subordinates in the development and implementation of all types of documentation, starting from SRS/FRS/BRS, SDD, PMP, vision & scope, project review, and evaluation reports, to IT user manuals.

Senior Project Manager
MobiNets

09/2007 to 02/2008
Tripoli, Lebanon

Migrated CYTA's Smart Card System - the biggest mobile operator in Cyprus – from Pound to EURO, while ensuring project governance through cross-functional steering meetings, and application of local and national project reporting.

Project Manager
Integrated Digital Systems – IDS

02/2004 to 07/2007
Beirut, Lebanon

Fully designed, developed, and managed to complete many end-to-end software and systems development projects, web-based management systems, and e-commerce solutions which became the company's main line of products.

Software & Web Developer, 01/2003 - 11/2003 | Lebanese Armed Forces **–** Baabda, Lebanon
Web Developer, 06/2001 – 05/2002 | TXT E-solutions **–** Milan, Italy
Software Developer, 10/2000 – 05/2001 | Mechanical Engineering Office (MEO) **–** Beirut, Lebanon

Education

Bachelor of Science: Computer Science
Beirut Arab University – Beirut, Lebanon

- Graduated with an Excellent Grade | Ranked first on the school of science during academic years 1997 - 2000
- Received Merit Scholarship | Awarded Jamal Abdul Nasser Award for Scientific Excellence

Certifications

- Digital Marketing for Professionals (WSI 2015)
- Advanced Application Security (EC-Council 2012)

Awards

- Highly Commended Award for Best Visual Identity from the technology, media, and telecommunication sector (Transform Awards MENA 2015) - **Rinboo Brand**
- Golden Chip Award for the Best Community ICT4D Project (PCA 2004) – **Lebanese National Commission for UNESCO**