

AHMAD ISMAIL SAYYAM

Quality Assurance & Compliance Director | Enterprise QMS · Assurance Programs · ISO 9001

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PROFILE

Quality and compliance leader with 19 years across governance, assurance and large scale delivery in government and semi government organizations in Saudi Arabia and the UAE, of which the last four have been spent building and running enterprise assurance and compliance systems. Owns an enterprise Quality Assurance and Compliance framework covering more than SAR 250M in annual spend across 9 markets, which lifted contractual and financial compliance from approximately 60 percent to above 90 percent within twelve months. ISO 9001 Lead Auditor, PMP and PMI-RMP. Selected in 2026 by the Authority Enterprise Excellence function to review and challenge the enterprise Quality Management Framework and to coach the incoming Enterprise Quality Director.

CORE COMPETENCIES

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| ▪ Quality Management Systems (ISO 9001) | ▪ Annual Assurance Program Design & Ownership | ▪ Compliance Framework Design |
| ▪ Internal & External Audit Management | ▪ Corrective & Preventive Action (CAPA) | ▪ Quality Metrics, KPIs & Scoring Models |
| ▪ Supplier & Partner Assurance | ▪ Regulatory & Contractual Compliance | ▪ Non Conformance & Root Cause Analysis |
| ▪ Executive Assurance Reporting & Dashboards | ▪ Continuous Improvement Programs | ▪ Team Leadership & Capability Building |

PROFESSIONAL EXPERIENCE

Quality Assurance Senior Director, MEA Business Unit

Jan 2025 to Present

Saudi Tourism Authority · Riyadh, Saudi Arabia · Acting Lead, Operational Excellence Department

- Designed and implemented the business unit enterprise Quality Assurance and Compliance framework across 9 markets and representation offices, standardizing audit, governance, evidence and reporting practice for more than SAR 250M in annual marketing and cooperative agreement spend.
- Led the Road to 100 Percent Compliance program, raising contractual and financial compliance from approximately 60 percent to above 90 percent within twelve months, aligned to Ministry of Finance, Etimad and internal governance requirements.
- Built and owns the annual assurance program: a six step framework across three phases (scan, remediate, sustain) covering 33 control items over 5 governance aspects, operated as a quarterly validation cycle with published scoring thresholds and a formal closure report.
- Established supplier and partner assurance models covering more than 30 global trade partners, reducing audit findings, rework and compliance escalations by 30 to 40 percent.
- Led the business unit response to Internal Audit observations, owning root cause analysis, corrective action plans with named owners and dates, evidence packs and closure verification.
- Introduced pre payment quality control verification for invoices, completion certificates and deliverable evidence, cutting rejected and reworked payment submissions.
- Selected in 2026 by Enterprise Excellence to review and challenge the Authority enterprise Quality Management Framework (assessment criteria, maturity levels, scoring and evidence requirements), to shape the enterprise quality launch plan, and to coach the incoming Enterprise Quality Director.
- Delivered the Authority Accelerate masterclass on governing decentralized operations, presenting the compliance framework to more than 30 senior managers across business units.
- Built quality and delivery assurance capability across the region, developing more than 42 professionals and embedding ISO 9001 aligned practice into core marketing and delivery operations.

PMO & Delivery Director, MEA Business Unit

Jan 2023 to Dec 2024

Saudi Tourism Authority · Riyadh, Saudi Arabia

- Directed delivery assurance for a multi market marketing and partnerships portfolio exceeding SAR 200M across 13 priority international markets, holding scope, budget and schedule against approved plans.
- Designed and embedded a unified delivery governance framework for sponsorships, partnerships and marketing programs, lifting on time milestone achievement from approximately 70 percent to above 90 percent within one delivery cycle.

- Governed more than 80 projects and change requests, strengthening change control and financial discipline and improving budget activation efficiency to above 95 percent.
- Introduced structured vendor performance management, SLAs and milestone based reporting across more than 37 trade partners, reducing delivery delays and rework by 25 to 35 percent.
- Built integrated delivery and risk dashboards giving executives real time visibility over more than SAR 140M in active pipelines.
- Led the PMO for the Riyadh Season sponsorship program, working directly with the Business Unit Chief on rights and benefits delivery.

PMO Director

May 2022 to Dec 2022

Deloitte · Riyadh, Saudi Arabia

- Directed PMO governance for client transformation programs, reviewing program and project outputs for quality and consistency and issuing formal observations for correction.
- Established shared delivery standards, templates and quality review processes across EPMO, portfolio and vendor teams.
- Advised business units through transformation and change management, resolving scope overlap and competing priorities across concurrent initiatives.

Senior Consultant, PMO Lead

Dec 2021 to Apr 2022

Tharwah · Riyadh, Saudi Arabia

- Established PMO methodologies, manuals and process compliance monitoring, and reported program status, risk and issues to executive leadership.
- Led EPMO setup for the National eLearning Center (NELC) and PMO and VRO setup and operations for the Ministry of Industry and Mineral Resources.

PMO Specialist

May 2019 to Nov 2021

Method Corp · Riyadh, Saudi Arabia

- Operated PMO governance, consolidated reporting and delivery assurance for government clients including the King Abdulaziz Foundation for Research and Archives (Darah), and developed PMO policies and procedures.

Project Manager

Apr 2015 to Apr 2018

Accela Middle East · Dubai, UAE

- Delivered regulatory and permitting system implementations for the Dubai Department of Tourism and Commerce Marketing and the Telecommunications Regulatory Authority, managing onsite and offshore teams of up to 30 across Dubai and Tunisia.

Earlier Experience · Project Manager, Technical Team Leader, Developer

Oct 2005 to Apr 2015

iSoft Emirates (Dubai, UAE) and STS Group (Amman, Jordan)

- Ten years of progressive delivery experience on enterprise and e government programs, including Dubai RTA smart government and e services transformation and Dubai Municipality smart government implementation, covering requirements analysis, solution design, stakeholder coordination and end to end delivery.

CERTIFICATIONS

- ISO 9001 Quality Management Systems Lead Auditor
- PMI Risk Management Professional (PMI-RMP)
- Project Management Professional (PMP)
- Professional Scrum Master (PSM)
- ITIL Foundation Certificate in IT Service Management

EDUCATION

B.Sc. Computer Science · Princess Sumaya University for Technology, Amman, Jordan

2002 to 2006

LANGUAGES

Arabic: native | English: fluent