

NASSIM EL ABED

Strategy, Transformation & PMO Leader | Strategic Portfolio Management | Strategic Projects

+971581753442 Nassim.elabed@outlook.fr French Nationality
[Linkedin.com/in/nassimelabed/](https://www.linkedin.com/in/nassimelabed/) Dubai, UAE UAE Employment Visa

SUMMARY

Strategy and Business Transformation leader with 12+ years of experience leading **strategic portfolios, enterprise transformation and PMO governance** across global organizations operating in 50+ countries.

Proven track record translating corporate strategy into prioritized transformation roadmaps, investment decisions and measurable business outcomes, while establishing governance frameworks to manage delivery, risks, dependencies and benefits realization.

Experienced partnering with Executive Committees, C-level leaders and cross-functional teams to drive strategic prioritization, organizational change and operational performance at scale.

EXPERIENCE

Head of Marketing, Digital Transformation and CRM 10/2025 - Present
Dubai (UAE)

- Defined and executed the company's transformation roadmap, **translating business strategy into prioritized strategic initiatives** across commercial operations, CRM, marketing automation, analytics and customer engagement.
- Built a **data-driven commercial engine** increasing social impressions by 1,099% and generating 500+ qualified leads per month through integrated digital initiatives and customer journey optimization.
- Built **executive performance dashboards** providing leadership with a consolidated view of commercial performance, operational KPIs and business outcomes to support strategic decision-making.
- Redesigned and digitized customer workflows**, improving customer engagement by 289%, reporting accuracy and operational performance tracking.

Director Strategy, Portfolio & CX - Customer Solutions 06/2024 – 09/2025
Lyon (FR)

- Directed a **global portfolio of 30+ strategic and transformation programs** across Customer Solutions, Commercial, Customer Experience, Digital and Technology functions spanning 50+ countries.
- Translated enterprise priorities into **integrated transformation roadmaps**, establishing prioritization frameworks balancing strategic value, business cases, investment, delivery capacity, dependencies and expected business outcomes.
- Established **portfolio governance**, executive review cadences and performance reporting to provide visibility on delivery, risks, interdependencies and benefits realization across strategic initiatives.
- Partnered with C-level executives, VPs and SteerCos to evaluate strategic options, resolve trade-offs and **drive prioritization and investment decisions** across the global portfolio.
- Governed **strategic investments exceeding \$45M**, ensuring alignment between portfolio priorities, resource allocation, delivery plans and expected returns.
- Built, coached and mentored a multidisciplinary team** (12 FTE direct management), strengthening execution discipline, accountability and consistent ways of working across global initiatives.

Director Product Management - Customer Experience 09/2023 – 06/2024
Lyon (FR)

- Led **strategic customer transformation initiatives** across CRM, digital platforms and customer service, aligning business priorities, technology capabilities and operational outcomes.
- Led deployment of **AI-enabled and automation-driven solutions**, improving customer service operations, traceability and operational efficiency.
- Orchestrated cross-functional business, Product, Technology and external partners to manage delivery, adoption, risks and organizational change.
- Contributed to enterprise operating models and governance frameworks, strengthening execution discipline, global consistency and benefits realization.



KEY ACHIEVEMENTS

- \$45M+ — Strategic Portfolio Governance**
Governed \$45M+ in strategic transformation investments across global programs.
- 87 → 17 — Portfolio Prioritization**
Rationalized 87 initiatives into 17 strategic programs aligned with enterprise priorities.
- \$60M+ — Benefits Realization**
Delivered \$60M+ in digital transactions across 18 countries within one year while reducing order-processing cost by 4x.
- 50+ — Global Transformation**
Led strategic portfolios and transformation initiatives spanning 50+ countries and multiple business functions.

AREAS OF EXPERTISE

- Business Transformation
- Strategic Portfolio Management
- PMO & Transformation Governance
- Corporate Strategy Execution
- Strategic Planning & Prioritization
- Program Management
- Transformation Roadmaps
- Benefits Realization
- Investment & Budget Governance
- Business Case Development
- Executive Decision Support
- Change Management
- Performance Management & KPIs
- Executive Stakeholder Management
- Cross-functional Leadership
- Operational Excellence

- Led strategic planning and governance across **17+ global transformation programs** spanning CRM, eCommerce, Customer Engagement, Analytics and Operational Excellence.
- Established **executive SteerCos**, strategic review cadences, portfolio reporting and governance frameworks involving Executive Committee members, VPs and regional leaders.
- Developed prioritization frameworks and integrated transformation roadmaps, balancing strategic value, regional requirements, investment and delivery capacity.
- **Built executive KPI frameworks** to track programme performance, strategic investment ROI and benefits realization.
- Managed **€30M+ transformation investment** over three years, aligning funding allocation with enterprise priorities and expected business outcomes.
- Conducted **benchmarking and innovation scouting** to identify future transformation and operational improvement opportunities.

- Led enterprise-wide strategic programs from business case through implementation and benefits realization, including the rollout of digital commerce across 18 countries **generating \$60M+** within one year and **reducing order-processing costs by 4x**.
- Managed cross-functional execution across Business, Product and Technology teams, coordinating scope, dependencies, stakeholders and delivery across international markets.
- Developed the global eCommerce and Omnichannel strategy and associated business cases, translating strategic objectives into funded transformation initiatives.

- Led supply chain transformation initiatives, optimizing order fulfilment processes and improving operational efficiency.
- Led EDI strategy, governance and international deployment across 20 customers in Europe and the Americas.
- Contributed to the **Supply Chain 2025 transformation roadmap**, translating regional requirements into prioritized operational improvement initiatives.

- Led digital marketing initiatives aligned with commercial strategy, improving customer engagement and brand visibility.
- Managed corporate and product digital platforms, using performance analytics and KPIs to drive continuous improvement.

EARLIER AVIATION EXPERIENCE

- Supported the coordination and implementation of the European A-CDM initiative, working across airport stakeholders (airlines, catering, handlers, ...) to improve operational collaboration and decision-making.

EDUCATION

LANGUAGES

French	Native ●●●●●	Arabic	Intermediate ●●●●●
English	Fluent ●●●●●	Spanish	Beginner ●●●●●

CERTIFICATIONS

Fit for the Future
CEDEP Executive Development

Data for Managers
HEC Paris

Digital Transformation
Facilitation
ESCP Europe

HOBBIES

Football
Former Olympique Lyonnais Youth
Player

Travels & Culture
International Travel and multicultural
environments