Sami MM Al-Taher

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EXECUTIVE PROFILE

Creative Leadership / Innovative Growth Strategies / Inspiration & Motivation

Passionate, vibrant leader with an exceptional background driving profitability and growth for leading-edge technology and online media organizations on an international scale

Dynamic success steering start-up and mid-sized companies for fast-paced growth in the global market. Solid history of leveraging media and communications technologies to catapult performance in the US, Europe, Asia and Middle East. Strong, strategic leader and team builder. Outstanding ability to anticipate and capitalize on emerging trends to surpass competition and win market share.

Core competencies include:

- Global Expansion Strategies
- Business Development
- Technology Innovation & Execution
- Team Building & Leadership
- Strategic Planning & Decision Making

- Marketing, PR & Public Speaking
- Budgeting & Fundraising
- Complex Negotiations & Agreements
- High-Profile Investor Relations
- Proven Industry Experience

WORK EXPERIENCE:

❑ **April 2010 – Date**   **IBSPoint**
                              http://ibspoint.com
                              Sami Al-Taher Information Technology Est.
                              Amman, Jordan
                              Founder, President & CEO

IBSPoint was created to cater for an ever growing demand from the local Jordanian as well as pan Arab and Middle Eastern markets for Internet services solutions provider that fully understands the Internet as a technology and a true business tool to help these companies realize the full potential from their online presence.

At IBSPoint we pride ourselves at providing a complete solution for our customers following our IBSPoint 360 solution methodology, making us a unique solution provider for internet services in the whole of the Middle East. Providing a vast range of solution including:

- Domain registrations
- Web design and development
- Hosting solutions
- Security and protection,
- Internet and social marketing and corporate reputation management
- Hosted Business applications
- IT consulting (Data networks, security, compliance and policies and procedures)

❑ **April 2006 – Date**   **Mecca.com**
                              http://www.mecca.com
                              Amman, Jordan & San Luis Obispo, CA
                              Co-Founder, President and CEO / Board of Directors

Defined and launched Mecca.com (initially a subsidiary of Meca Communication, spun off in late 2007) to provide landmark social networking opportunities for the under-served global Muslim community with 1.5 billion population.

Leveraged expertise as technology and business entrepreneur to conceive and develop self-sustaining social networking company from the ground up. Hired executive staff in Middle East and USA. Planned and initiated business development in India, Indonesia, Jordan, Malaysia and US. Led product development, marketing and sales. Set financial projections, and tracked progress. Cultivated strategic alliances with key global partners.

- ♦ Successfully overcame racial, cultural and religious sensitivities to produce a respected and rapidly growing global organization.
- ♦ Designed and rolled out the original marketing campaign, which secured an average of 1,000 new members each day (more than 100,000 new members by the end of 2008).
- ♦ Managed all phases of start-up, development and closing, including raising $2 million in seed funding and preparing the company for its profitable sale in 2009.

❑ **March 2002 − Feb 2006** **Alturki Group**
http://www.alturkigroup.com
Alkhobar, Saudi Arabia
Group CIO

Alturki Group is a leading industrial conglomerate which has been operating in Saudi Arabia for over thirty years. The Group's subsidiaries and joint venture companies provide specialized products and services for major industrial sectors such as construction, oil, gas, petrochemicals, utilities, power and telecommunications. As the Group CIO, my role is to provide:

- ▪ Alignment of the group wide IT functions with business, strategically and tactically;
- ▪ Establish a value/cost relationship, in which the cost of IT is clearly related to the value it adds to the enterprise.
- ▪ Achieve operational excellence, by the delivery of IT projects and services with high quality, high efficiency, and predictable levels of service, all of them to be described and measured in business terms.

In order to meet the objectives as outlined above my role is involved in the following categories:

- ▪ **Business Management**
  - o Business Needs Assessment, Strategic planning & Budgeting.
  - o Development of a technology vision supportive of company needs
  - o Establish IT policies and procedures.
  - o Technology initiative prioritization
  - o Supplier and Vendor relationship management
- ▪ **Organizational Development**
  - o Define the organization required to accomplish business objectives
  - o Staffing & Training program to fill expertise gaps and build depth
- ▪ **Infrastructure**
  - o Hardware, Network (LAN, WAN and VPN), Telecommunications requirements including Network applications (e-mail, Intranet, fax server, etc.)
  - o Data Center operations.
  - o Systems security, and Systems recovery and disaster planning.
  - o Support and help desk operation.

- ▪ **Business Applications**
  - o Line of business application (ERP, CRM, BI, Supply chain systems, workflow & automation)
  - o Programming change management process
  - o Research and development
  - o Software application support/support desk

- **Growth Management**
    - Anticipating, planning, and positioning for growth
    - New company acquisition and assimilation
- **Staff development and motivation**
    - Performance planning, Career planning, Motivation and reviews

❑ **May 2000 – March 2002   ONEWORLD SOFTWARE SOLUTIONS**
                                 http://www.oneworldsoftware.com
                                 Boston, MA (HQ) – Amman, Jordan (Development Center)
                                 Projects Director

The role of project director is to provide leadership in the delivery of software services for existing and new ONEWORLD clients.

- Managing large-scale projects developing cutting-edge applications for world-class clients.
- Planning, scheduling negotiation, interfacing with customers, and engaging in software development and support.
- Responsible for all tasks/actions needed to coordinate dependencies, mutual advantages/benefits, and common work across similar projects.
- Coordinating and assisting the various project managers.
- Highlighting and resolving cross project dependencies and redundant work.
- Mentoring future leaders of ONEWORLD, including identification of personnel development needs on project teams, and ensuring that individuals receive opportunities for training and professional development.
- Contributing to the long-term development and continuous improvement of ONEWORLD's pioneering distributed development and global business organization.

❑ **May 1997 – Date   INTERNET BUSINESS SOLUTIONS, IBS**
                               http://www.ibs-sa.com
                               Jeddah - Saudi Arabia
                               General Manager

- *Built IBS*, as a division of Al Sulaiman Information Systems and later into an independent company, managing all corporate development, sales, marketing, and projects with full responsibility for profit and loss.
- The company is one of the best web based solutions provider in the kingdom if Saudi Arabia.
- *Strategic Initiatives and Corporate Development:* Led and contributed to initiatives focused on enhancing IBS's external market positioning, multi-disciplinary capabilities, and internal organization development.
    - Prepared business and strategic plans, and yearly budgets for the company.
    - Designed and delivered **IBSForward** – a series of communications sessions focused on aligning the organization to IBS's vision and strategic direction.
    - Assessed the Middle Eastern market and defined an initial penetration strategy.
    - Defined IBS's Marketing Services offering and initiated a targeted partnership strategy to develop this capability.
    - Led the team responsible for establishing company wide processes, policies and operational principles.
    - Negotiated and secured major contracts for the company.
    - Responsible for corporate, business development and strategic relations.
- *Client Development:* Established and managed consultative relationships with business and technology leaders in client organizations. Clients included top

100 Saudi companies in industries such as technology, petroleum, chemicals, insurance, manufacturing, media, retail, educational and telecommunications as well as .com start-ups.

- ❑ Enabled multi-disciplined project teams to successfully deliver technology-enabled business solutions on a fixed price, fixed time basis in the areas of e-business (content, commerce, community, and care), call centers, and others.
- ❑ Coached clients and teams through implementation planning, requirements definition, package selection, solution design, and business case development activities.
- ❑ Successfully developed sales and marketing of Internet Solutions and products specifically for the Saudi and Middle East market.
- ❑ Managed and supervised software projects definition, design, developments and deployment.
- ❑ Negotiated directly with major business partners to secure better terms and conditions.
- ❑ Evaluated, selected, appointed and managed sub-contractors.
- ▪ *Recruiting and growing people and resources:*
  - ❑ Recruited, trained and motivated staff.
  - ❑ Lead a team to develop and deliver training on professional development including leadership training, client interaction, team building and problem solving skills.

❑ March 96 - May97   **GLOBAL ONE - SPRINT JORDAN**
http://www.go.com.jo
Amman - Jordan
Senior Products Manager

Responsible for providing Internet connectivity and networking solutions for medium to large corporations and institutions. The solutions vary from dial up accounts, multiple user accounts, SMTP & UUCP connections, and full-dedicated LAN connections.

❑ August 95 - March 96   **THE NATIONAL INFORMATION CENTER**
http://amra.nic.gov.jo
Amman - Jordan
Internet Project Leader

- ▪ ***Responsible for setting up and maintaining Jordan's first connection to the Internet***-via satellite & Sprint Link, USA.
- ▪ Planning, scheduling, managing and tracking project tasks. Identifying and managing risks.
- ▪ The configuration of UNIX based servers, Routers, Terminal Server ports as well as the administration of creation of user accounts on the servers.
- ▪ The design and implementation of other networks for Government agencies to connect to the Internet both with Dial up access and Leased Lines.
- ▪ Management of the Primary Domain Name System, DNS for the Jordan Domains registered with NIC and the maintenance of Internet services such as Email, Ftp, Telnet, and WWW.
- ▪ Administration of IP address space allocation and usage for the other Jordanian Domains being the local Internet Registry for Jordan in coordination with RIPE and InterNIC.
- ▪ Writing of technical specifications, and evaluation for many government tenders in the area of information technology and Networking.

❑ Jan. 94 - August 95   **El-Concorde, Hamid Jabr and Partners**
Electromechanical & Telecommunications contractors.
Amman - Jordan

MIS Manager

- Responsible for conducting the study, design, and setting up of a complete and integrated computer network and administrating running this network. The net is based on UNIX running on a SUN SPARC server and NOVEL running on PC server with complete connectivity and communications (TCP/IP) between them.
- Later responsibilities included working on design and implementation of special projects:
  - ❑ The design of Supervisory Control and Data Acquisition - SCADA and Telemetry systems for supervising and controlling Permanent Water Supply System using Radio frequency communications and advanced instrumentation for Jordan Phosphate Mines Co. at Eshidiya mines.
  - ❑ Design of Programmable Logic Controllers used to fully control the operation of twelve pumps in a number of different locations for Dueling of Water Sources for Middle Jordan Valley Project - Jordan Valley Authority.

❑ 1993 - 1994   **Jordan Electricity Authority**
                            Engineer. Electronics, Instrumentation and Control

A member of the project team working on the design and construction of Aqaba Thermal Power Station - Stage II. I was responsible for the Turbine Island section. This included the writing and approving of the specifications and design for the Electronics, Instrumentation, Control and Computing parts of the project.

❑ 1991 - 1993   **University of Kent at Canterbury**, **England**
                            Teaching Assistant
Part time teaching during the preparation of my MSc degree. Responsibilities included the teaching and tutorials for undergraduate students and the design and supervision of laboratory experiments.

EDUCATION:

1992 - 1993   *Master of Science MSc. in Electronic Engineering.*
                            University of Kent at Canterbury, UK.
1988 - 1991   *Bachelor of Science with Honors.*
                            (B.Sc - Hons) Electronic Engineering.
                            University of Kent at Canterbury, UK.
1985 - 1988   *Advanced Level Education - A Level.*
                            Oxford College of Further Education, Oxford, UK.

PERSONAL DETAILS:

Nationality   **Jordanian.**
Date of Birth   **23 October 1967**
Marital Status   **Married, three children.**
LANGUAGES   *Arabic and English Fluent.*

OTHER EXPERIENCES, SKILLS AND PROFESSIONAL MEMBERSHIPS:
❑ *Excellent understanding of:*
  - o *E-Commerce Business to consumer and business-to-business concepts (both front-end and back-end management systems), solutions and implementations.*
  - o *Web enabled business applications and corporate workflow processing (Intranets/Extranets/VPN)*
  - o *Internet Marketing strategies, customer/visitor profiling, data mining, prospecting, and lead generation.*
  - o *Supply chain management, order entry and ERP.*

❑ *Expert knowledge in corporate and project planning, estimation, tracking, scope management, configuration, measurement and risk analysis and management.*

- ❑ Good knowledge and exposure to *All Internet protocols (TCP/IP) and technologies especially Bind DNS, Sendmail, FTP and httpd, as well as the virtual server technology.*
- ❑ Excellent command of a number of computing environments especially UNIX, Novell NetWare, and Microsoft Windows NT operating systems.
- ❑ Knowledge of communications equipment, Routers/Hubs/switches, LANs, WANs, VPNs.
- ❑ Programming in Pascal, CShell, PERL, CGI, and HTML.
- ❑ Very good knowledge of various design, simulations, word processing, spreadsheets, project management and database packages including Microsoft Office, FrontPage, and others.
- ❑ Member of the Institute of Electrical Engineers, (MIEE), UK.
- ❑ Member of the Institute of Electrical and Electronics Engineers (MIEEE), USA.
- ❑ Member of the Engineering Council, UK. *UK Chartered Engineer, CEng.*
- ❑ Member of the Jordan Engineers Association, Jordan.
- ❑ Member of the Institute of Electrical Engineers Jordan Center committee, IEE Jordan.
- ❑ Board Member of the Baan Middle East User Group.

CONTRIBUTIONS & PUBLICATIONS:

1- Participated in a seminar with a paper "***The User's Point of View on the Internet, and other data banks***" - organized by *IEE Jordan center & National Information Center* held at Jordan Electricity Authority, April 1995.

2- Presented a paper "***An Overview of the History, Structure and Services of the Internet***" at the 4th Technical conference on "*Telecommunications Technologies in Islamic Countries, Status & Trends*" 2-4 May 1995, Jordan. The paper was also presented at the 1st Conference on "*Computational Aspects and their applications in Electrical Engineering*", Philadelphia University, 21-23 May 1995, Jordan.

3- Presented a workshop on "***Telecommunications Technologies***" for a number of participants of the UNICEF offices from the Middle East & North Africa MENA region, upon special invitation from the regional MENA office at Jordan, held 13-15 June 1995, in Tehran, Iran.

4- Presented a course & workshop on ***"Internet Structure, Access & services"*** for a number of participants from institutions such as The Arab Bank, Arab Potash Co., Central Bank of Jordan, Social Security Dept., and many public & private sector organizations. The course explained in details the concepts of the Internet and how to create, administer and use the services of the information super highway. Held at the Arab Academy for Banking and Financial Science during the period 26 - 31 May 1996, Amman, Jordan.