

HAMMAM HAMMAD

Digital Platforms Senior Manager

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PROFESSIONAL SUMMARY

Results-driven Digital Platforms Senior Manager with 20+ years of progressive experience in software development, digital transformation, and enterprise platform management. Proven track record leading cross-functional teams in designing and deploying scalable web applications, digital portals, and integrated business solutions across multi-subsidiary organizations. Adept at aligning digital platform strategies with organizational goals, driving user experience enhancements, and delivering complex projects on time and within budget. Deep expertise in .NET ecosystem, Angular, SQL Server, SharePoint, and modern cloud technologies.

CORE COMPETENCIES

- Digital Platform Strategy
- Agile & DevOps Practices
- Web & Mobile Development
- Project & Program Management
- Cross-Platform Solutions
- Team Leadership & Mentorship
- API Integration & Backend Systems
- Business Process Automation
- Enterprise Architecture
- Stakeholder Management
- Quality Assurance & Compliance
- Security & Data Privacy

PROFESSIONAL EXPERIENCE

Digital Platforms Senior Manager

Alkhorayef Group Company | Riyadh, Saudi Arabia | April 2025 – Present

Drive, develop, and manage digital platform solutions to enhance user experience and support business growth across Alkhorayef Group's multi-subsidiary organization.

- Define and align digital platform strategy with organizational goals, supporting enterprise-wide digital transformation initiatives
- Lead design and development of cross-platform digital solutions ensuring consistent performance and user experience across web, mobile, and application interfaces
- Integrate digital platforms with backend systems and APIs to deliver unified, seamless user experiences
- Plan and oversee multiple concurrent projects, ensuring on-time delivery, budget adherence, and alignment with business requirements
- Implement and enforce development standards including security protocols, accessibility standards, and data privacy regulations
- Evaluate emerging technologies for platform integration and identify process improvement opportunities, including Flutter for cross-platform mobile development

- Supervise and mentor senior and junior web developers and Magento developers
- Establish KPIs and monitor platform performance through bi-annual review processes
- Present project updates and technical insights to senior management, translating complex concepts into actionable business recommendations

Web Development Principal (Technical Lead)

Alkhorayef Group | Riyadh, Saudi Arabia | November 2018 – March 2025

Led software development lifecycle across evaluation, design, programming, and testing phases for a multi-subsidiary enterprise with operations in agriculture, oil & gas, manufacturing, and contracting.

- Led and managed two technical teams: Web Development (3 members) and Automation & Innovation (6 members), driving enterprise-scale digital solutions
- Directed end-to-end web development from requirements gathering through implementation and final testing across Angular, ASP.NET Core, and SQL Server technologies
- Architected and deployed enterprise applications including internal portals, Oracle-integrated self-service systems, and cross-subsidiary business solutions
- Established coding standards, conducted code reviews, and maintained high software quality through best practices adoption
- Collaborated with business analysts and IT teams across departments to prioritize development needs and ensure alignment with business objectives
- Managed technical architecture decisions and oversaw implementation of complex business solutions across multiple subsidiaries
- Designed and deployed biometric integration systems, attendance management solutions, and HR automation workflows
- Ensured comprehensive software documentation and knowledge management practices

Development Team Leader

Saudi Public Transport Company (SAPTCO) | Riyadh, Saudi Arabia | June 2015 – October 2018

Directed software development lifecycle and led team efforts in building and upgrading enterprise web applications and SharePoint solutions.

- Guided development team towards successful delivery of web and desktop-based business applications built on Microsoft technologies
- Provided technical leadership through coaching, mentorship, and establishment of quality standards
- Collaborated with software developers, business analysts, and architects on planning, design, development, and testing
- Led migration of legacy applications to modern Microsoft technologies and refined integrations between enterprise systems
- Managed SharePoint development and administration including portal customization and workflow automation
- Prepared technical reports, manuals, and documentation on software operations and maintenance

Senior SharePoint & Web Developer

King Abdulaziz & His Companions Foundation for Giftedness and Creativity (Mawhiba) | Riyadh, Saudi Arabia | April 2012 – May 2015

Managed SharePoint development and web application lifecycle using ASP.NET, SharePoint 2007/2010, and SQL Server 2008.

- Developed and customized enterprise portals on SharePoint platform with integrated web services

- Created site structures, components, and custom class libraries for organizational requirements
- Coordinated between design teams and web application developers to deliver cohesive digital solutions

Senior SharePoint & Software Developer

Sigma Soft Global “e” Solutions | Amman, Jordan | August 2008 – December 2011

Set up, maintained, and debugged SharePoint services and applications for government clients in the UAE region.

- Delivered enterprise solutions for Ministry of Labor UAE (Legal Affairs, Government Communication, Supply & Services, Financial Affairs departments) and Red Crescent UAE (External Portal, multiple departments)
- Developed SharePoint business data catalogs, workflows, and compliance reporting solutions
- Built web applications and class libraries using ASP.NET 2.0/3.5, .NET 2005/2008, and SQL Server 2005

Software Developer

Digital Letter Co. (DL) | Amman, Jordan | November 2007 – August 2008

- Designed, coded, and modified websites using .NET 2005/2008, SQL Server 2005, and ASP.NET 3.5
- Developed reusable components and coordinated between design and development teams

Software Quality Engineer

Applied Computer Services Co. (HASIB) | Riyadh, Saudi Arabia | September 2005 – September 2007

- Performed functional and non-functional testing on governmental ERP systems including Workflow, Purchasing, and Inventory & Custody modules
- Prepared test cases, reported and tracked bugs, and managed the quality assurance lifecycle

EDUCATION

Bachelor of Science in Information Technology – Software Engineering

Philadelphia University, Jordan | 2001 – 2005

TECHNICAL SKILLS

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| Languages & Frameworks | C#, .NET Core / .NET Framework, ASP.NET Core, Angular, Flutter/Dart, JavaScript, TypeScript, jQuery, HTML5, CSS3, AJAX |
| Platforms & CMS | SharePoint (2007–2019, Online), Magento, WordPress |
| Databases | SQL Server (2005–2019), Oracle, Database Administration & Performance Tuning |
| Cloud & DevOps | Microsoft Azure, Azure AD, Microsoft Graph API, IIS, CI/CD Pipelines |
| Architecture | Clean Architecture, Multi-Tenant SaaS, RESTful APIs, Microservices, Role-Based Access Control |
| Tools & Methods | Agile/Scrum, Git, Visual Studio, VS Code, Technical Documentation |
| Embedded & IoT | ESP32 Development, ZKTeco Biometric Integration |

KEY PROJECTS

- **Alkhorayef Internal Portal & Self-Service Portal** – Enterprise portal integrated with Oracle ERP
- **iServeU (Oracle Self-Service)** – Built on Angular and .NET Core for employee self-service
- **Healthcare Facility Management System (HFMS)** – Enterprise system with Arabic language support and backcharges module
- **Contract & Subscription Intelligence (CSI) Platform** – Multi-tenant SaaS platform with subscription pricing models
- **AMIC Maintenance Management System** – Clean architecture with role-based permissions
- **Alkhorayef Self-Services Mobile App** – Employee self-service mobile application built with Flutter
- **SMS Forwarder Mobile App** – SMS forwarding utility application built with Flutter
- **Biometric Integration Systems** – ZKTeco device management, user sync, and attendance processing
- **SAPTCO Self-Services Portal** – Public transport self-service digital platform
- **Mawhiba Portal** – Portal for King Abdulaziz Foundation for Giftedness and Creativity
- **UAE Government Projects** – Ministry of Labor (4 departments) and Red Crescent (6 departments)

TRAINING & PROFESSIONAL DEVELOPMENT

- Oracle 10g OCP (SQL, PL/SQL and Forms) – ITCC, Jordan
- ASP.NET Development – Technology Makers, Jordan
- Advanced Microsoft SharePoint Development
- SharePoint 2010 Development Specialist

ADDITIONAL INFORMATION

- Nationality: Jordanian
- Languages: Arabic (Native), English (Fluent)
- Location: Riyadh, Saudi Arabia