

Maryam Zeyad Aleid

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Maryam-Aleid

Saudi Arabia

PROFESSIONAL SUMMARY

Digital Product and Transformation Leader with hands-on experience leading enterprise digital products from vision and discovery through delivery and optimization. Proven in defining product strategy, roadmaps, and operating models, translating business needs into scalable digital solutions that enhance user experience, data accuracy, and service performance. Strong in cross-functional leadership, agile delivery, KPI/OKR tracking, and value realization, with a track record of aligning digital products to strategic objectives in complex, multi-stakeholder environments.

EXPERIENCE

Jeddah Central Development Company | Saudi Arabia

Business Management Lead | May 2024 – Present.

- Defined and led the product vision, strategy, and roadmap for an enterprise digital service management platform aligned with business objectives.
- Conducted user discovery and stakeholder workshops to identify pain points and translate needs into clear product requirements and workflows.
- Owned the full product lifecycle, from ideation and solution selection through development, UAT, and launch readiness.
- Led cross-functional delivery across IT, operations, purchasing, and vendors to ensure seamless product implementation and adoption.
- Prioritized product features and releases to drive automation, real-time performance visibility, and data integrity.
- Established and tracked product KPIs to measure impact, optimize performance, and support continuous improvement.

Project Administration Lead | August 2023 – April 2024

- Managed administrative project operations and ensured compliance with schedules and plans.
- Monitored project progress, developed reports, and recommended performance improvements.
- Coordinated project teams and stakeholders to ensure efficient and timely execution.

KAUST (King Abdullah University of Science and Technology) | Saudi Arabia

Project Management Analyst | January 2022 – July 2023

- Analyzed project data and provided performance reports to ensure alignment with strategic objectives.
- Supported project planning, risk management, and stakeholder engagement activities.
- Enhanced project management methodologies and contributed to operational readiness.

Project Coordinator | June 2018 – January 2022.

- Coordinated project phases, schedules, and resources to ensure effective execution.
- Prepared reports, presentations, and facilitated communication between teams and stakeholders.
- Performed translation and editing tasks to ensure accuracy and compliance with project requirements.

Translator & Document Management Specialist | May 2016 – June 2018

- Managed digital documents, systems, and workflows to ensure accurate information access.
- Performed high-quality translation and linguistic review across various document types.
- Supported senior management through documentation, tracking, and reporting.

King Faisal Specialist Hospital & Research Centre | Saudi Arabia

Translator | August 2015 – September 2015

EDUCATION

University of Business & Technology (UBT) | Saudi Arabia

Master's Degree in Business Administration | GPA: 4.87/5 with First Class Honors | 2022.

Effat University | Saudi Arabia

Bachelor's Degree of Science in English & Translation | GPA: 3.21/4 | 2016.

CERTIFICATIONS AND COURSES

- Project Management Professional (PMP) | PMI | October 2020 – October 2026.
- Business Analysis Professional (PMI-PBA) | PMI | September 2024 – September 2027.
- Strategy & Business Planning Professional | The KPI Institute | April 2022.
- Digital Transformation | Meirc Training & Consulting | March 2023.
- Leadership Program – Future Leadership Program | KAUST | February 2023.
- Contract Management | Leoron Institute | November 2024.
- Digital Intelligence | Harvard ManageMentor | November 2022.
- Operational Excellence Foundations | LinkedIn | October 2023.
- Risk Management in Developing Projects | PMI / edX | May 2020.
- Agile Planning for Software Products | University of Alberta | May 2020.
- Client Needs & Software Requirements | University of Alberta | May 2020.
- Software Processes & Agile Practices | University of Alberta | April 2020.

PROJECTS

- Product Development and Digital Transformation Projects:
 - Non-Procurement Activity (NPA) Digitalization.
 - Reach GS – Digital Ticketing System.
 - iDrive – Assigned Vehicles Digital System.
 - Contract Tracking Automation.
 - Power BI Dashboards for Delivery BL & Admin Support.
 - ECM Restructuring & Records Governance.
 - Customized Correspondence Management System at KAUST
- Organizational Development Projects
 - Admin Support Strategy Development.
 - KPIs Framework Development.
 - Operational Excellence KPI Setting and Assessment.

SKILLS

- Project Management (PMP Practices).
- Process Reengineering & Optimization.
- Digital Transformation.
- Business Operations Management.
- Policy, Guidelines & SOP Development.
- Power BI & Dashboard Development.
- Product Management.
- Leading teams.
- Operational Excellence.
- Governance, Risk & Compliance (GRC).
- Stakeholder Management.
- Cross-Department Collaboration.

LANGUAGES

- Arabic.
- English.