MUBEENA BEGAM H

Digital Solutions Lead | AI Delivery Architect | Senior Project Manager

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PROFESSIONAL SUMMARY

Senior digital delivery leader with 18 years orchestrating cross-functional teams across web, mobile, and enterprise digital product delivery, now putting AI at the centre of how delivery gets done. Architects intelligent automation and AI-first ways of working that reshape how teams operate, decide, and scale, compounding delivery velocity, quality, and capacity. Pairs deep technical fluency with executive-level stakeholder leadership to move complex products from strategy to live, and is recognised for decisive, high-trust leadership that turns ambiguous mandates into measurable business results.

CAREER HIGHLIGHTS

- **18 years** leading cross-functional digital and AI delivery across enterprise, government, hospitality, finance, and retail.
- **AI-first transformation leader** who re-architected how a digital delivery practice operates, embedding autonomous systems into the core of the business.
- **Enterprise client portfolio** spanning ADQ, Etisalat, DIFC, DELL, VMware, Presight, Core 42, KIA, Payoneer, STC, and more.
- **Technologist-turned-leader** with a hands-on engineering foundation across Python, PHP, Java, .NET, and SQL, now applied to AI systems and operating-model design.

CORE COMPETENCIES

AI Delivery & Multi-Agent Systems · AI-First Operating Models · Intelligent Process Automation · Agile & Scrum Leadership · Sprint Facilitation · Digital Product Delivery · Solutions Architecture · Stakeholder Alignment · Risk & Flow Management · Vendor & Budget Management · Creative Operations · Web & Mobile Engineering · HubSpot CRM & Integrations · QA & Compliance Automation

AREAS OF EXPERTISE

Digital Delivery Leadership: Leading enterprise digital and AI delivery end-to-end, owning team, timeline, quality, and commercial outcome across single builds to multi-build programmes.

AI Systems & Automation: Setting AI strategy and architecting intelligent, autonomous systems that embed into core operations, with governance, guardrails, and team enablement.

Solution Architecture & Advisory: System and technology architecture, AI roadmaps, and delivery operating-model design for organisations scaling complex digital programmes.

EXPERIENCE

Project Manager — NEXA Digital, Dubai

Aug 2024 – Present

Focus: *Project Management, AI Solutions, Web & Mobile Product Development, Service Delivery*

Key Achievements

- Pioneered the organization’s transition to an AI-first operating model, redefining how the delivery practice plans, executes, and scales.

- Architected an enterprise-grade autonomous operations capability that orchestrates delivery across the business and embeds intelligence into core workflows.
- Set the strategic direction for applied AI across the practice, converting emerging capability into durable operational advantage and a repeatable delivery model.
- Re-engineered delivery operations to remove manual overhead and external tooling dependence, lifting speed, quality, and margin across concurrent programmes.
- Elevated organizational delivery maturity, instituting the automation, standards, and ways of working that now underpin the team's output.

Roles & Responsibilities

- Lead the adoption of AI across day-to-day delivery operations, embedding intelligent automation into how the team plans, builds, and ships work.
- Design and build internal AI automations and tools that the whole team can use, reducing reliance on external third-party platforms.
- Enable and upskill the team to leverage AI in their own work, raising both quality and speed across delivery.
- Act as liaison between product owners, marketing, developers, and stakeholders to align briefs, goals, and timelines.
- Lead sprint stand-ups, planning, reviews, and retros to drive Agile best practices and delivery speed.
- Remove roadblocks such as technical issues, content delays, or third-party dependencies to protect team focus.
- Create risk and requirements documentation, ensuring clarity and smooth handoffs to production.
- Manage multiple projects within scope and budget while automating and streamlining workflows to boost output.

Key Highlights

- Lead Agile principles; mentor and coach cross-functional teams, fostering collaboration and continuous improvement.
- Act as the main liaison between stakeholders, product owners, and development teams.
- Manage and prioritise the web project backlog, ensuring tasks are well-defined and aligned with business goals.
- Track performance metrics and mitigate risks.

Key clients: Presight, Core 42, KIA, Payoneer, Sharp, STC, RAK Hospitality Holdings, Bear Grylls Explorers Camp, Stirling Hospitality, Visit Jebel Jais, 1484 by Puro, Liv Squared Properties, Design Infinity, Zand Bank

Digital Project Manager — Blue Barracuda / Horizon FCB, Dubai Aug 2021 – Aug 2024

Focus: *Digital Project Management, Solutions Architecture, Web & Mobile Development, Digital Marketing, Server & Hosting Management, SEO / Social*

Key Achievements

- Directed digital delivery for enterprise and government clients across MENA and global markets, owning commercial and technical outcomes end-to-end.
- Acted as solutions architect across complex web, mobile, and digital programmes, setting technical direction and delivery standards.
- Strengthened platform reliability and service continuity across a multi-client portfolio through proactive infrastructure governance.

- Led large-scale digital-transformation programmes, building and steering multicultural teams to consistent on-time, on-budget delivery.

Roles & Responsibilities

- Plan and execute projects in collaboration with internal teams, defining scope, budgets, and resources.
- Provide technical guidance to ensure smooth project delivery.
- Manage senior stakeholders to align project goals.
- Lead, mentor, and manage teams for project success.
- Oversee service delivery across digital platforms.
- Create support documentation for risk management and requirements.
- Promote best practices in Agile project management and manage multiple projects within schedule and budget.
- Report on project status to both internal and external stakeholders.
- Ensure website functionality and address downtime quickly; handle server management and fix hosting issues.

Key Highlights

- Help clients create innovative websites that stand out in the digital landscape, staying ahead of the curve.
- Manage complex digital solutions with a focus on results, ensuring on-time delivery and exceptional quality.
- Lead cross-functional and multicultural teams, fostering collaboration and driving success.
- Apply value-driven delivery methodologies such as Agile, Scrum, and Kanban for successful digital transformation projects.
- Advocate a hybrid Agile approach, bringing strategic thinking and attention to detail to all communications and planning processes.
- Bring a strong skillset in mathematics and coding, enabling effective management of a proficient technical team.

Key clients: Abu Dhabi Developmental Holding (ADQ), Horizon FCB, Moro Hub, Investopia, Masdar City, MBRIF, TARAF, VMware (TANZU), Al Ain Farms, Australian Made, Carrier, DELL, DIFC, Etisalat, Foster Clark, Phillyarabia, Leo & Mia, Silal Fresh, SIACI, BPN MENA

Senior Technical Project Manager & Digital Solutions Architect — BRev DigitalJun 2018 – Aug 2021

Focus: *Project Management, Software Development, Service Delivery*

Key Achievements

- Led delivery of bespoke enterprise software products from concept to production for a portfolio of regional clients.
- Provided technical leadership across the full delivery lifecycle, owning estimates, architecture, and quality standards for concurrent engagements.
- Owned commercial governance including scope, change, negotiation, and arbitration, protecting margin, schedule, and quality.

Roles & Responsibilities

- Prepare estimates and detailed project plans for all phases of the project.

- Provide on-site leadership for the project team to meet project goals, adhering to their responsibilities and project milestones.
- Control the full project cycle and solve problems analytically.
- Monitor performance and conduct reviews.
- Manage scope and changes; handle negotiation and arbitration.
- Ensure projects are delivered to scope, schedule, budget, and quality.

Key clients: The Kanoo Group, Kataria Jewelry, Suraaj Jewelers, Unique World Education, Dutronix Contracting, BRev Rento, BRev Books, BRev SMS, BRev CRM (Customised)

TECHNICAL SKILLS

AI & Automation: Claude API & multi-agent system design, AI product QA automation, WCAG & GDPR compliance checks, workflow automation (n8n, Octopus), Node.js orchestration

Programming & Development: Python, PHP, Ruby, Java, .NET, PL/SQL, JavaScript, HTML, CSS, XML

Databases: MySQL, Oracle 11g, SQL Server, Excel, Google Sheets

Web & CMS: WordPress, Magento, Drupal, Joomla, Umbraco, HubSpot (Onboarding, Integrations, Breeze)

Design & Prototyping: Figma, Adobe Photoshop, Illustrator, XD, Relume, Uizard

AI Tools & Productivity: Claude, ChatGPT, Perplexity, Copilot, Notion

Analytics & Marketing: Google Analytics, SEO tooling, HubSpot CRM

Platforms: Windows, Linux, Android, iOS

EDUCATION & PERSONAL DETAILS

Qualifications: Master of Computer Applications (MCA); Master of Philosophy (M.Phil.)

Languages: English, Hindi, Malayalam, Tamil

Location: Dubai, United Arab Emirates

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