

AGUNG PRAMONO



SENIOR DIRECTOR | STRATEGY EXECUTION, OPERATIONAL PLANNING & PERFORMANCE TRANSFORMATION

Saudi Arabia

LinkedIn: [agung-pramono-59902129](#)

EXECUTIVE PROFILE

Senior executive with **20+ years of experience** leading strategy execution, enterprise transformation, operational performance, digital business, technology-enabled change, and complex programs across Saudi Arabia and regional markets.

Currently serving as **Senior Director – Digital Business, AI & Automation**, reporting directly to the Owner/CEO and leading a portfolio of strategic business and transformation initiatives.

Experienced in translating strategic priorities into **operating plans, measurable KPIs, governance mechanisms, management dashboards, cross-functional initiatives, and execution roadmaps**, while maintaining executive visibility over performance, risks, dependencies, and business outcomes.

Lead a multidisciplinary ecosystem of approximately **50 internal and partner resources** and a portfolio of **six strategic programs**, coordinating business, commercial, finance, operations, technology, analytics, and external partners.

Combines **strategic thinking with hands-on execution leadership**, enabling organizations to move from strategic objectives and business cases through implementation, performance monitoring, corrective action, and measurable value realization.

EXECUTIVE CAPABILITIES

Strategy & Enterprise Planning

Strategy Execution • Strategic Planning • Operating Plans • Business Planning • Strategic Initiatives • Portfolio Prioritization • Execution Roadmaps • Business Case Development

Performance Management

Enterprise KPIs • Performance Frameworks • Management Dashboards • Performance Analytics • Executive Reporting • Business Reviews • Variance Analysis • Corrective Actions • Value Realization

Governance & PMO Leadership

Portfolio Governance • Program Governance • PMO Principles • Executive Steering • RAID Management • Decision Governance • Milestone Tracking • Cross-Program Dependencies • Delivery Assurance

Transformation & Operational Excellence

Enterprise Transformation • Digital Transformation • Operating Model Improvement • Process Optimization • Business Transformation • Technology-Enabled Change • Continuous Improvement

Executive Leadership

C-Level Stakeholder Management • Cross-Functional Leadership • Executive Communication • Partner Ecosystem Leadership • Strategic Alignment • Change Leadership

PROFESSIONAL EXPERIENCE

SAEED BAWAZIR TRADING COMPANY (SBTC) — Saudi Arabia

Senior Director – Digital Business, AI & Automation

Apr 2025 – Present

Report directly to the **Owner/CEO**, leading strategic digital business, AI, automation, and enterprise transformation initiatives across the organization.

Lead a multidisciplinary ecosystem of approximately **50 internal and partner resources** across business, commercial, finance, operations, product, technology, analytics, customer operations, and external solution providers.

Responsible for a portfolio of **six strategic programs**, connecting corporate priorities with execution plans, performance indicators, governance, resources, and measurable business outcomes.

Strategy Execution & Operational Planning

- Translate strategic business priorities into **structured initiatives, operating plans, execution roadmaps, milestones, performance indicators, and accountable workstreams**.
- Lead cross-functional planning across commercial, operations, finance, technology, product, customer engagement, and external partners to ensure alignment between strategic objectives and operational execution.
- Evaluate strategic initiatives based on business value, implementation feasibility, operational impact, resource requirements, dependencies, and expected outcomes.
- Develop business cases and management recommendations supporting investment decisions, transformation priorities, digital expansion, and operational improvement.
- Establish execution priorities and coordinate interdependent initiatives across multiple business and technology functions.
- Work directly with senior management to identify performance gaps, execution constraints, strategic risks, and corrective actions.

Performance Management & Executive Governance

- Establish governance mechanisms to provide senior management with structured visibility across **business performance, program progress, milestones, risks, dependencies, decisions, and strategic priorities**.
- Define and monitor KPIs across digital business performance, customer adoption, sales, operational execution, technology delivery, and transformation initiatives.
- Develop management dashboards and analytical reporting to convert operational and transactional data into actionable executive insights.
- Lead periodic performance reviews, identifying variances against targets and coordinating corrective actions with accountable stakeholders.
- Maintain structured tracking of risks, issues, dependencies, decisions, and actions across strategic programs.
- Strengthen management decision-making by connecting operational data with strategic objectives and measurable business outcomes.

Strategic Portfolio Leadership

- Lead a portfolio of **six strategic digital business, AI, automation, and enterprise transformation programs** from planning through implementation and value realization.
- Coordinate resource priorities, dependencies, business requirements, technology capabilities, external partners, and delivery timelines across the portfolio.
- Establish common governance and reporting principles to improve transparency and accountability across multiple initiatives.
- Escalate strategic risks and execution constraints to executive stakeholders with clear recommendations and proposed actions.
- Align multidisciplinary teams around shared priorities while maintaining focus on business outcomes rather than individual project outputs.

WAZAD — B2B DIGITAL COMMERCE TRANSFORMATION

Lead the strategy, commercialization, operational planning, performance management, and scaling of WAZAD, SBTC's B2B digital-commerce platform.

The initiative represents a transformation from a traditional FMCG sales model toward an integrated digital business capability connecting customers, sales, operations, payments, logistics, technology, analytics, and external partners.

Strategy-to-Execution Leadership

- Led the platform from strategic development through commercial launch and subsequent geographic expansion from **Jeddah to Riyadh**.
- Established expansion planning integrating market opportunity, customer readiness, operational capabilities, sales resources, technology readiness, logistics, payments, and performance targets.
- Developed measurable business KPIs covering sales performance, customer activation, transaction behavior, repeat purchasing, operational execution, and digital adoption.

- Generated approximately **SAR 3.42 million in cumulative 2026 sales through 17 August**, providing measurable commercial traction for the new digital channel.
- Use business and operational analytics to identify performance gaps and determine actions across customer engagement, sales execution, pricing, promotions, product availability, and operations.
- Coordinate cross-functional execution across commercial, finance, sales, operations, technology, customer service, logistics, and external partners.

Performance & Management Intelligence

- Established management reporting and dashboard capabilities to provide visibility into **sales, transactions, customer behavior, adoption, operational issues, and execution performance**.
- Introduced structured performance reviews to identify underperformance, determine root causes, assign actions, and monitor improvement.
- Connect business KPIs with operational drivers to help management distinguish between strategic, commercial, customer, and execution-related performance gaps.
- Use data-driven insights to support geographic expansion, commercial programs, customer activation strategies, and operational priorities.

Operational & Commercial Alignment

- Coordinate commercial models, supplier participation, customer promotions, payment capabilities, sales execution, logistics, and technology readiness within a unified operating framework.
- Work with business leaders and operational teams to resolve cross-functional dependencies that affect customer experience and business performance.
- Balance growth objectives with operational readiness and execution capacity during platform scaling.

ENTERPRISE AI, AUTOMATION & PROCESS TRANSFORMATION

In parallel with digital business leadership, drive enterprise AI and automation initiatives focused on operational improvement and management effectiveness.

- Identify manual and inefficient business processes suitable for automation and technology-enabled redesign.
- Prioritize initiatives based on business impact, feasibility, implementation effort, and expected value.
- Introduce AI-assisted workflows, management intelligence, reporting automation, and decision-support concepts.
- Coordinate business stakeholders and technical teams to move initiatives from opportunity identification through implementation and adoption.
- Ensure technology initiatives remain aligned with broader business and transformation objectives.

DETASAD — Saudi Arabia

Senior Director – Digital Enterprise P/C Services

Head of Smart Enterprise & ITSM Services

Until Apr 2025

Held senior leadership responsibility for enterprise technology solutions, strategic business development, transformation programs, managed services, and complex customer engagements across Saudi Arabia.

Enterprise Transformation & Strategic Execution

- Led complex enterprise transformation opportunities involving multiple business objectives, technology domains, stakeholders, partners, and delivery organizations.
- Worked with senior customer stakeholders to translate strategic objectives and operational requirements into structured transformation programs and technology roadmaps.
- Coordinated business development, solution architecture, commercial, technical, project, and service-delivery organizations across complex opportunity and transformation lifecycles.
- Developed business cases, solution strategies, commercial propositions, execution approaches, and management recommendations for major enterprise initiatives.
- Maintained executive-level visibility over commercial priorities, solution readiness, delivery considerations, dependencies, risks, and customer expectations.
- Balanced strategic ambition with implementation feasibility, commercial requirements, organizational capability, and delivery risk.

Governance & Stakeholder Leadership

- Led multidisciplinary internal and partner teams across strategic enterprise engagements.
- Established alignment between customer executives, business stakeholders, technical teams, commercial organizations, and technology partners.
- Managed complex dependencies and decisions involving multiple solution domains and external organizations.
- Conducted executive workshops, strategic reviews, solution presentations, and senior stakeholder discussions.
- Supported transition from opportunity development into implementation and service-delivery environments.

SELECTED STRATEGIC ENGAGEMENTS

Major Urban Transportation Technology Transformation

Approx. USD 35 Million

Led strategic solution development and stakeholder engagement for a major transportation technology transformation opportunity valued at approximately **USD 35 million**.

- Coordinated complex business, technology, commercial, partner, and stakeholder requirements.
 - Established alignment between strategic customer objectives, solution architecture, commercial structure, implementation considerations, and partner capabilities.
 - Managed cross-functional solution development across multiple organizations and technology domains.
 - Supported executive-level decision-making throughout the opportunity lifecycle.
-

Large Enterprise Technology Transformation

Approx. USD 10 Million

Led solution strategy and commercial engagement for an enterprise transformation opportunity valued at approximately **USD 10 million**.

- Translated complex enterprise objectives into an integrated transformation solution.
 - Coordinated multiple technology domains, internal organizations, and strategic partners.
 - Managed strategic, technical, commercial, and implementation considerations across the opportunity lifecycle.
-

EARLIER CAREER

Held progressively senior roles across **enterprise technology, strategic presales, business development, managed services, solution architecture, service management, and digital transformation**.

Built extensive experience operating within complex enterprise environments where successful execution required alignment across **strategy, customers, technology, operations, commercial objectives, partners, and delivery organizations**.

Career foundation includes:

Enterprise Transformation • Strategic Planning • Program Leadership • Business Development • Enterprise Solution Architecture • Managed Services • IT Service Management • Digital Transformation • Strategic Presales • Complex Program Delivery • Executive Customer Engagement

SELECTED EXECUTIVE IMPACT

Strategic Portfolio Leadership

Lead **six strategic programs** spanning digital business, AI, automation, and enterprise transformation, establishing governance and alignment between strategy, execution, performance, and business outcomes.

Organization & Ecosystem Leadership

Lead an ecosystem of approximately **50 internal and partner resources** across business, commercial, operations, technology, analytics, and external organizations.

Business Performance Transformation

Built and scaled a new B2B digital business capability generating approximately **SAR 3.42M cumulative sales in 2026 through 17 August**, while establishing KPI-driven performance management and geographic expansion.

Executive Governance

Established structured management visibility across performance, milestones, risks, dependencies, decisions, and corrective actions supporting executive decision-making.

Large-Scale Transformation

Led strategic solution development for major transformation engagements valued at approximately **USD 35M and USD 10M**, involving complex stakeholder, partner, commercial, and technology ecosystems.

Strategy-to-Execution

Extensive experience translating strategic priorities into **business cases, operating initiatives, measurable KPIs, execution roadmaps, governance structures, and cross-functional actions**.

MANAGEMENT & TRANSFORMATION FRAMEWORKS

Strategic Planning • Enterprise Performance Management • KPI Frameworks • Portfolio Management • Program Governance • PMO Principles • Executive Dashboards • Business Reviews • RAID Management • Decision Governance • Business Case Development • Operating Model Transformation • Continuous Improvement • Data-Driven Decision Making

DIGITAL & TECHNOLOGY LEADERSHIP

Digital Business • Artificial Intelligence • Intelligent Automation • Enterprise Technology • Digital Platforms • Business Intelligence • Analytics • Cloud Solutions • Enterprise Architecture • Managed Services • Systems Integration • ITSM

LEADERSHIP VALUE PROPOSITION

Senior transformation executive combining **strategy execution, operational planning, enterprise performance management, governance, digital transformation, and complex program leadership**.

Experienced in converting strategic objectives into **structured operating initiatives, measurable KPIs, governance mechanisms, executive dashboards, and accountable execution**, while coordinating complex cross-functional organizations and partner ecosystems.

Brings a combination of **enterprise-scale transformation experience and practical operating leadership**, with the ability to move between executive strategy discussions and detailed execution challenges while maintaining focus on measurable organizational outcomes.