

Mohammed AlJallal

Technology & Digital Products
Leadership

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mjallal.sa

Professional Skills

- Digital Strategy & Governance
- Research & Development
- Technical & Commercial Expertise
- Digital Marketing Experience
- Products Development & Management
- Design & User Experience
- Strategic Decision-Making & Consulting
- Regulatory Awareness & Compliance
- NCA / ECC / CSCC Compliance
- Commercial Negotiations
- Risk & Budgets Management
- P/L Management

Soft Skills

- Leadership
- Team Building
- Effective Communication
- Problems Solving
- Adaptability
- Empathy
- Visionary Thinking

Achievements

- Digital Transformation (Zain)
- Digital Factory Model (Zain)
- Digital Transformation (Mobily)

Languages

- Arabic (Native)
- English (Bilingual Proficiency)

Latest Personal Projects (2026)



Ciphar: Secure Comms
<https://ciphar.org>







Kai: NCA AI Assistant
<https://kai.mjallal.sa>



Leen: HRSD AI Assistant
<https://leen.mjallal.sa>



More available on mjallal.sa

Version Control

- Updated: 03/Aug/2026
- **Version 6.3**

About Me

Technology executive with end-to-end accountability for technology strategy and digital transformation across Telecommunications, Real Estate Development, and other regulated industries. Delivering complete ownership from strategy and digital platform architecture through technical execution, governance, operations, and P&L management.

Built and scaled integrated technology organizations that drive measurable impact, combining digital transformation leadership with operational delivery capabilities. Expert in establishing digital ecosystems from conception to market, forging strategic partnerships, and creating secure, scalable digital products while maintaining regulatory compliance across NCA, SDAIA/NDMO, CST (CITC), SAMA, and PCI DSS frameworks. Proven track record leading transformational initiatives for large-scale projects and giga-developments.

15 Years of progressive technology and digital leadership



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New Murabba
Sr. Director Digital Platforms

Riyadh, Saudi Arabia
Jul 2025 – Present

Currently leading Digital Platforms Strategy Execution at New Murabba Development Company, establishing scalable digital infrastructure and strategic capabilities to support the transformative giga-project development.



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Zain
Vice President of Digital

Riyadh, Saudi Arabia
Mar 2024 – June 2025

At Zain, established and scaled a Digital Factory division to 80+ professionals, integrating technical excellence with commercial strategy to deliver the converged Digital Squads program that launched flagship platforms including Zain App, eShop, and Score engine. Drove significant growth in digital engagement, online acquisitions, bill collections, and service subscriptions while reducing CAPEX and OPEX year-over-year through strategic partnerships and operational optimization, consistently maintaining high CSAT and NPS across all digital journeys.

Executive General Manager of Digital **Jan 2022 – Feb 2024**
Head of Digital Transformation **Sep 2020 – Dec 2021**



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Mobily
Sr. Director Digital Channels

Riyadh, Saudi Arabia
Nov 2018 – Aug 2020

At Mobily, advanced through progressive leadership roles from Marketing Intern to Senior Director of Digital Channels, spearheading the development and market launch of key digital properties including Mobily App, eShop, and Youth Program (Fallah), delivering substantial commercial impact and establishing digital innovation capabilities across the telecommunications business.

Director Digital Channels **May 2016 – Oct 2018**
Senior Marketing Manager **Aug 2014 – Apr 2016**
Apps Marketing Manager **Jan 2014 – July 2014**
Apps Sourcing Supervisor **Sep 2012 – Dec 2013**
Marketing Internship **Sep 2011 – Aug 2012**

Education

- Prince Sultan University
Bachelor Degree with Honors (3.82/4.00 Marketing Major GPA)
Riyadh, Saudi Arabia