

Tarek Karaman

Digital Transformation & AI Leadership

25+ YEARS EXPERIENCE	8+ ENTERPRISE AI TOOLS	60,000 USERS ENABLED	\$20M+ PROGRAMS DELIVERED
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EXPERIENCE

WSP, Artificial Intelligence & Innovation Leader (2024 – Present)

Dubai, UAE · Global & Middle East / Africa

Regional and global AI leader at WSP, owning both the **AI strategy and the delivery organisation** across the Middle East & Africa while contributing to **global enterprise AI delivery**. Built the region's AI capability from the ground up — establishing the **AI Accelerator**, standing up a dedicated **AI engineering delivery centre**, and embedding applied intelligence across internal corporate functions and client project operations. Accountable for strategy, delivery, governance, commercial outcomes, and adoption at enterprise scale.

- Strategic Delivery Leadership:** Led the strategic delivery of corporate and business solutions internally — both regionally and as a contributor to WSP's global programs — aligning AI investment with enterprise priorities and turning innovation into repeatable, embedded delivery.
- AI Engineering Delivery Centre:** Stood up and scaled the delivery centre (hub) for AI engineers, building the team and operating model that ships AI products at pace across internal and client programs.
- AI Accelerator & Enterprise Tools:** Designed the framework and delivery model and, within six months, deployed **8+ enterprise AI tools** (bid automation, resourcing, data insights, project planning) — improving bid-win rates and cutting delivery effort.
- Client Project Operations:** Directed numerous AI initiatives that transformed client project operations — AI-powered water management, city digital twins, and environmental simulation platforms — from pilots to multi-year programs valued at **\$20M+**.
- Financial Operations Transformation:** Transformed internal financial operations by embedding applied intelligence across existing business processes, improving accuracy, speed, and cost efficiency.
- Enterprise Productivity at Scale:** Drove enterprise productivity by enabling **60,000+ users** on Microsoft Copilot across the region and beyond, embedding AI into daily ways of working while ensuring compliance with global governance frameworks.
- Capability & Governance:** Founded the AI Academy, training hundreds of staff, and embedded ethical and legal guardrails into every deployment — securing long-term, compliant adoption.

Majid AI Futtaim, Technology & Innovation Lead (2022 – 2024)

Dubai, UAE

Founded and scaled the **Generative AI and RPA Centres of Excellence**, positioning Majid AI Futtaim as one of the region's earliest enterprise adopters of generative AI and intelligent automation.

- Centres of Excellence:** Founded and scaled the Generative AI & RPA CoEs, driving enterprise-wide AI and automation adoption across business units.
- MAF GPT & Copilot:** Launched MAF GPT and spearheaded one of the region's earliest large-scale Microsoft Copilot deployments.
- Strategic Partnerships:** Secured partnerships with Microsoft, IBM, PwC, and Google to accelerate innovation and transformation.
- Recognition:** Recognised by Microsoft and MAF CEOs; awarded 'Team of the Year' for AI-driven transformation. Directed a regional GenAI Symposium with Microsoft, IBM, and Gartner.



CONTACT

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ABOUT

AI & Digital Transformation Leader with 25+ years delivering enterprise-scale innovation across government, infrastructure, and Fortune 500 sectors.

Specialist in **Generative AI**, enterprise AI tooling, digital transformation, and governance — with a proven record of building **AI Accelerators**, establishing **Centres of Excellence**, and embedding adoption frameworks that deliver measurable business outcomes.

Adept at partnering with **C-suite executives** and global technology leaders to build AI capability from the ground up — from strategy and governance through to delivery and adoption at scale.

AWARDS & RECOGNITION

01 Team of the Year — AI-Driven Transformation, Majid AI Futtaim

02 Executive Recognition — Microsoft & MAF Group leadership

03 Regional GenAI Symposium — Featured leader (Microsoft · IBM · Gartner)

Alsayegh Media, Head of Digital & Innovation (2018 – 2022)

Dubai, UAE

Led the expansion of the digital division into emerging-technology services, securing multi-million-dirham contracts with government and enterprise clients.

- **Emerging-Tech Services:** Expanded the division into AI, Blockchain, NFT, and Metaverse offerings, winning multi-million-dirham contracts.
- **Government Delivery:** Delivered digital governance projects for Dubai Health Authority, Smart Dubai, ARAMCO, and ADDED.
- **Revenue Growth:** Diversified service lines and acquired high-value clients, materially increasing divisional revenue.

Rubix Block, Digital Product & Strategy Director (2016 – 2018)

Dubai, UAE

Directed digital product and strategy with a focus on AI, blockchain, and data governance across the GCC.

- Secured multi-million-dirham GCC contracts across AI, blockchain, and data governance.
- Developed digital transformation frameworks for government and private-sector clients.

Solve IT, Director of Digital & Innovation (2014 – 2016)

Dubai, UAE

Led the digital and innovation practice, driving rapid revenue growth through pioneering digital solutions.

- Achieved **15X revenue growth** in the first year by pioneering new digital solutions.
- Secured **\$2M+** in new contracts, including large-scale analytics for Transguard Group.
- Forged enterprise partnerships with Microsoft and Samsung.

Earlier Roles (2002 – 2014)

- **Qlikcash — Digital & Product Consultant (2014):** Built a FinTech neo-banking platform and secured investment.
- **Fortis Panels — Digital Strategy Director (2013–2014):** Delivered digital infrastructure for UAE expansion.
- **Deqoy Music — CEO & Founder (2006–2012):** Founded a digital music-publishing platform; managed 6,000+ licensed tracks and 100+ technical staff.
- **Digital transformation leadership (2002–2006)** across VR, higher education, and digital media.

EDUCATION

BA (Hons)

Middlesex University, London

Audio Media Engineering Diploma

SAE Institute, London

A-Levels

Sociology, Business Studies, IT, General Studies

10 GCSEs

Including English, IT, Mathematics & Sciences

KEY PARTNERSHIPS

- ✓ **Microsoft** — Enterprise AI & Copilot
- ✓ **IBM** — AI & automation
- ✓ **Google** — Cloud & AI
- ✓ **PwC** — Transformation advisory

SKILLS

- AI, Machine Learning & Generative AI
- Digital Transformation & Governance
- Enterprise AI Tools & Automation
- Corporate Innovation & R&D Leadership
- Product & Platform Development
- Strategic Partnerships & Ecosystem Building
- Large-Scale Program Delivery (Govt. & Enterprise)
- Operational Excellence & Change Management

INTERESTS

- Generative AI & emerging technology
- Enterprise innovation & R&D
- Mentoring & capability building

STATUS

- ✓ **British National**
- ✓ **UAE Resident** — Dubai based
- ✓ **English** — Fluent