

# Mostafa Abusamra

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**Strategy & Performance Director | Esports, Events & Entertainment Leader**

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## Professional Summary

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Highly accomplished and results-driven Strategy & Performance Director with over 14 years of extensive experience in strategic planning, PMO setup and operation, and large-scale project execution across government and entertainment sectors. Passionate about the gaming and Esports industry, with a proven track record of leading high-impact initiatives, including the successful operation of mega-events like GAMERS8 and the inaugural Esports World Cup. Adept at developing and implementing institutional strategies, designing robust KPI frameworks, and driving performance aligned with Saudi Vision 2030 objectives. Seeking a permanent leadership role in the dynamic Esports, events, or entertainment sectors in Saudi Arabia to leverage expertise in strategic growth, operational excellence, and national development.

## Work History

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**Regional Strategic Director -- Board Member** | HealthyGaming | Jan 2025 -- Present

- Spearheading the strategic vision and localization model for HealthyGaming in Saudi Arabia, expanding its operational footprint.
- Guiding the development of programs to enhance Esports players' physical and mental efficiency, improving performance and well-being.
- Facilitating initiatives to help gamers and parents navigate problematic gaming, device, and social media habits, fostering healthier digital engagement.

**Strategy and Planning Director** | Ministry of Education | Aug 2024 -- Present

- Led the development and implementation of the institutional strategy, aligning educational initiatives with national Vision 2030 goals.
- Designed and deployed a Target Operating Model (TOM) for the performance management unit, enhancing organizational efficiency and accountability.
- Developed comprehensive KPI libraries and successfully cascaded performance targets across 10+ general departments, significantly improving strategic alignment and measurement.
- Implemented ministry-wide dashboarding and performance reporting structures, providing real-time insights for data-driven decision-making.
- Developed Initiative Management and Portfolio Assessment methodologies, optimizing resource allocation and project prioritization.
- Directed the Integrated Planning Stream, overseeing the development of 5-year business plans for the Ministry of Education.
- Oversaw governance processes for reporting, ensuring strict alignment with Vision 2030 KPIs and national strategic objectives.

**PMO Head** | Saudi Esports Federation (SEF) | Mar 2020 -- Aug 2024

- Established and operated the Project Management Office (PMO) and Business Intelligence (BI) unit, managing a portfolio of projects valued at over 3 billion SAR.
- Developed and implemented operating models for mega Esports Events, including GAMERS8 and the Esports World Cup, ensuring seamless execution and strategic alignment.
- Successfully operated GAMERS8 and the inaugural Esports World Cup, providing critical decision support and insights to leadership.
- Drove strategy and KPI development for the National Esports and Gaming Strategy (NGES), contributing to the Kingdom's ambitious goals for the sector.
- Played a pivotal role in supporting the establishment of both the Esports World Cup Foundation and the Saudi Authority for Gaming and Esports (SAGE).
- Contributed significantly to the development of the National Gaming and Esports Strategy (NGES) for Saudi Arabia, shaping the future of the national gaming ecosystem.

- Supported the operation of GAMERS8 and the inaugural Esports World Cup by providing decision-makers with data-driven insights to evaluate performance against KPIs, enabling informed decisions and strategic adjustments. Leveraged the results and outcomes to guide the development of the following year's strategy.

#### **VRO Setup and Initiative Management** | Ministry of Interior | July 2019 -- Mar 2020

- Established the Vision Realization Office (VRO) and developed its initiative management methodology, enhancing strategic oversight.
- Ensured the Ministry of Interior's strategic alignment with Vision 2030, integrating national objectives into operational plans.
- Developed a robust framework for initiative tracking and reporting, improving transparency and accountability.
- Successfully integrated the Ministry of Interior's programs within the broader Vision 2030 framework.

#### **CPMO Setup and Operating Model Development (VRP)** | National Industrial Development and Logistics Program (NIDLP) | Jan 2019 -- Jul 2019

- Established both the Program Management Office (PMO) and the Corporate Performance Management Office (CPMO), enhancing organizational efficiency.
- Developed the VRP's Operational and Delivery Plan, securing approval from HRH the Crown Prince.
- Laid out comprehensive processes, structures, and timelines for the successful implementation of program initiatives.
- Facilitated critical communication with Vision Realization Offices (VROs) across various government entities, ensuring cross-functional alignment.
- Equipped VROs with essential tools and frameworks, enabling efficient project execution.

#### **Central & Satellite PMO Setup and Operation** | Ministry of Defence | Mar 2017 -- Mar 2019

- Established the central Program Management Office (PMO) and deployed satellite PMOs across the Kingdom, standardizing project management practices.

- Developed a comprehensive operational structure, including governance frameworks, project management processes, and reporting mechanisms.
- Managed and coordinated defense-related initiatives, ensuring strategic objectives were met across multiple regions.

#### **Initiative Tracking & IMO Setup** | ADAA (The National Center for Performance Measurement) | Mar 2016 -- Mar 2017

- Developed a comprehensive initiative tracking methodology, significantly enhancing performance measurement for national programs.
- Established the Initiative Management Office (IMO), designing frameworks for real-time tracking and reporting of key initiatives.
- Ensured effective monitoring of progress, resource management, and alignment of initiatives with national strategic goals.

#### **Transformation Manager & BI** | Devoteam | Mar 2015 -- Mar 2016

- Served as a Scaled Agile Consultant, assisting in the transformation to SAFe (Scaled Agile Framework).
- Participated in the Khuzama workshops, contributing to the vision of Saudi's 2030 and the introduction of the first national program NTP 1.0.

#### **Planning Manager** | GE | Aug 2011 -- Mar 2015

- Analyzed market trends and business data, providing strategic insights for decision-making.

## **Education**

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**Esports Management Master** | F.C. Barcelona -- ITTI | Barcelona, Spain | 2022 -- 2023

**Master of Business Administration (MBA)** | EDINBURGH Heriot-Watt University | Edinburgh, UK | 2014 -- 2016

**Mechatronics Engineering** | Jordan University | Amman, Jordan | 2006 -- 2011

# Certifications

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- **ESG Investing** | CFA Institute | 2025
- **SAFe Program Consultant (SPC)** | Scaled Agile INC (SAFe) | 2022
- **SAFe Agilist** | Scaled Agile INC (SAFe) | 2021
- **PMI - ACP** | PMI Institute | 2020
- **Project Management Professional (PMP)** | PMI Institute | 2014

# Key Projects & Achievements

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## Performance & Reporting Excellence

- **Quality of Life (VRP):** Established and operated the Program Management Office (PMO) and Initiative Management Office, developing project management processes and governance frameworks to monitor program initiatives and ensure alignment with Vision 2030. Managed communication between VROs, equipping them with tools and coordinating regular reporting for efficient decision-making.
- **National Industrial Development and Logistics Program (VRP):** Established PMO and Corporate Performance Management Office (CPMO). Developed the operational plan, securing approval from HRH the Crown Prince. Facilitated communication with VROs and provided tools for efficient project execution, with CPMO tracking overall performance.
- **Ministry of Interior (VRO):** Set up the Vision Realization Office (VRO) and developed its initiative management methodology, designing structured processes for overseeing strategic initiatives and ensuring Vision 2030 alignment. Implemented frameworks for tracking, reporting, and governance, streamlining execution across multiple projects.
- **ADAA (The National Center for Performance Measurement):** Developed a comprehensive initiative tracking methodology and established the Initiative Management Office (IMO), designing frameworks for real-time tracking and reporting of national programs. Ensured effective monitoring of progress, resource management, and alignment with national strategic goals.
- **Ministry of Defense Development Program:** Established the central PMO and satellite PMOs across the Kingdom, developing full operational structures

including governance frameworks, project management processes, and reporting mechanisms. Ensured effective management and coordination of defense-related initiatives.

## Entertainment & Strategy Delivery

- **Esports World Cup Foundation:** Led performance governance and KPI reporting for the \$1B+ Esports World Cup, aligning delivery with national-level KPIs and reporting directly to the Crown Prince's office. Established the Events Project Management Office (PMO) for the inaugural Esports World Cup, creating a tailored framework for this mega-event. Oversaw logistics, stakeholder coordination, and event execution, setting a new standard in esports event management.
- **Saudi Esports Federation:** Established and operated the PMO and Business Intelligence Unit, managing a portfolio of projects exceeding 3 billion SAR. Led the development of the Enterprise Project Management (EPM) for the federation. Supported the establishment of the Esports World Cup Foundation and the Saudi Authority for Gaming and Esports (SAGE). Contributed significantly to the National Gaming and Esports Strategy (NGES), aligning the Kingdom's gaming and esports ambitions with Vision 2030.

## Skills

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- **Strategic Planning & Management:** Vision 2030 Alignment, KPI Frameworks, Performance Management, Target Operating Model (TOM) Development, Strategic Roadmapping, Business Planning, Initiative Management, Portfolio Assessment.
- **Project & Program Management:** PMO Setup & Operation, Mega-Event Management, Agile Methodologies (SAFe), Project Lifecycle Management, Stakeholder Management, Risk Management, Budget Management.
- **Business Intelligence & Data Analytics:** Data-Driven Decision Making, Reporting & Dashboarding, Performance Measurement, BI Unit Setup.
- **Esports & Entertainment:** Esports Ecosystem Development, Event Operations, Gaming Industry Trends, Sponsorship & Partnership Coordination, Fan Engagement.

- **Leadership & Communication:** Team Leadership, Cross-functional Collaboration, Executive Reporting, Public Speaking, Mentorship.
- **Software & Tools:** Microsoft Office Suite (Word, Excel, PowerPoint), Project Management Software (e.g., MS Project, Jira), BI Tools (e.g., Tableau, Power BI).
- **Languages:** Arabic (Native), English (Fluent).