

Mostafa Abusamra

Strategy & Performance Director | SMO & Strategic Transformation Leader

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14+

Years' Experience

5+

SMO, PMO & IMO
Offices Established

SAR 3B+

Portfolio Managed

2

Strategies Developed:
Education & Esports

Professional Summary

Strategy and transformation leader with 14+ years establishing Strategy Management Offices, PMOs, and performance governance across Saudi government entities and the private sector. Currently Director of Strategy & Planning at the Ministry of Education and CEO / Co-Founder of HealthyGaming Saudi.

- **Strategy Management Office:** Established the Ministry of Defence's central SMO and regional satellite SMOs, building the full strategy management operating model from planning to execution tracking.
- **Strategy & Transformation:** Led strategy development and cascading at the Ministry of Education, including KPI frameworks, target setting, Quarterly Performance Reviews, and a global operating model redesign.
- **Performance Governance:** Built and ran initiative and performance offices at ADAA, the Ministry of Interior, NIDLP, and SEF, aligning multiple entities and reporting progress to executive leadership.
- **Portfolio & BI Leadership:** Led PMO, Strategy, and BI at SEF, overseeing a SAR 3B+ portfolio with enterprise-wide dashboards and KPI reporting.
- **Platform Strategy:** Led development of the three-year strategy for the New Global Sport Conference (NGSC), repositioning it from an annual event into a year-round global platform.
- **Digital Innovation:** Leading development of a Saudi-made, AI-enabled contactless biometric sensing device for real-time performance and wellness analytics.

Experience

Strategy and Planning Director

Ministry of Education | Aug 2024 – Present

- Led development, cascading, and implementation of the institutional strategy, running Quarterly Performance Reviews and governance against national KPIs.
- Led the strategic redesign of all Saudi Cultural Offices globally, covering strategy, governance structure, and performance framework.
- Designed the Target Operating Model for the performance management unit and cascaded KPI targets across 10+ general departments with ministry-wide dashboards.
- Directed the Integrated Planning Stream, aligning strategic priorities, budgets, initiatives, and workforce planning into 5-year business plans and the annual operating plan.

Chief Executive Officer (CEO)

HealthyGaming Saudi | Jan 2022 – Present

- Leading HealthyGaming Saudi end-to-end, owning the strategic vision, localization model, operations, and partnerships, and expanding the company's footprint across the Kingdom.
- Building and directing the teams and programs that enhance esports players' physical and mental performance, and help gamers and parents build healthier digital habits.
- Leading development of the HealthyGaming POD, a contactless biometrics device combining computer vision, mmWave radar, thermal sensing, and edge AI for real-time player wellness and team analytics.

Head of PMO, Strategy & Business Intelligence

Saudi Esports Federation (SEF) | Mar 2020 – Aug 2024

- Led the federation's PMO, Strategy, and Business Intelligence functions, overseeing a portfolio of initiatives and projects valued at over SAR 3 billion.
- Drove strategy and KPI development for the National Gaming and Esports Strategy (NGES), cascading sector objectives into measurable targets and executable initiatives.
- Built the initiative governance model, Enterprise Project Management (EPM) system, and BI dashboards used to monitor initiative progress, milestones, and KPI achievement.
- Led SteerCo reporting on KPIs, flagship events, and initiative progress to the Initiative Management Office led by HRH Mohammad bin Salman.
- Designed operating models and performance governance for mega esports events, including GAMERS8, and led their KPI reporting.
- Played a pivotal role in establishing the Esports Foundation, aligning government and ecosystem stakeholders.

VRO Setup and Initiative Management

Ministry of Interior | Jul 2019 – Mar 2020

- Established the Vision Realization Office (VRO) and its initiative management methodology, aligning ministry programs with Vision 2030.
- Built a robust framework for initiative tracking and reporting, improving transparency and accountability.

Performance Management Office Setup and Operation

National Industrial Development and Logistics Program (NIDLP) | Jan 2019 – Jul 2019

- Established the Program Management Office (PgMO) and Corporate Performance Management Office (CPMO).
- Developed the VRP's Operational and Delivery Plan, securing approval from HRH the Crown Prince.
- Coordinated with Vision Realization Offices across government entities, equipping them with tools and frameworks to deliver and report on program initiatives.

Central & Satellite SMO Setup and Operation

Ministry of Defence | Mar 2017 – Mar 2019

- Established the central Strategy Management Office and satellite SMOs across regions, creating a unified strategic governance model.
- Developed the full strategic management operating model: planning, execution tracking, portfolio oversight, and performance reporting via standardized dashboards.
- Led coordination of transformation initiatives across regions, keeping satellite SMOs aligned to strategic priorities through standardized review cycles for senior leadership.

Initiative Tracking & IMO Setup

ADAA (The National Center for Performance Measurement) | Mar 2016 – Mar 2017

- Developed a comprehensive initiative tracking methodology and established the Initiative Management Office (IMO) for real-time tracking and reporting of national programs.

Transformation Manager & BI

Devoteam | Mar 2015 – Mar 2016

- Scaled Agile Consultant supporting the transformation to SAFe; participated in the Khuzama workshops shaping Saudi Vision 2030 and the first National Transformation Program (NTP 1.0).

Planning Manager

GE | Aug 2011 – Mar 2015

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

Education & Certifications

EDUCATION

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

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

Skills

- Strategy Management & Transformation:** SMO Setup & Operation, Strategy Development & Cascading, Transformation Governance, KPI Frameworks & Target Setting, Quarterly Performance Reviews, Target Operating Models, Business & Operational Planning.
- Initiative & Portfolio Management:** PMO / IMO Setup & Operation, Initiative Progress Tracking, Portfolio Assessment, Agile (SAFe), Stakeholder, Risk & Budget Management.
- Business Intelligence & Analytics:** Data-Driven Decision Making, Performance Dashboards, Executive Reporting, Performance Measurement, BI Unit Setup.
- Innovation & Sector Expertise:** AI-enabled Product Development, Platform Strategy, Gaming & Esports Ecosystem, Sponsorship & Partnerships.
- Leadership & Communication:** Team Leadership, Cross-functional Collaboration, Executive & SteerCo Reporting, Public Speaking, Mentorship.
- Software & Tools:** SAP, Oracle, Microsoft Office, MS Project, Jira, Tableau, Power BI.
- Languages:** Arabic (Native), English (Fluent).