

Ashraf Ibrahim El Desoky, PMP®

PROJECT CONTROLS DIRECTOR • PMO
DIRECTOR • PROGRAMME EXECUTIVE

Telecommunications & Digital Infrastructure Leader |
25+ Years Delivering National-Scale Programmes
Across Saudi Arabia, Egypt & Sudan

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PMP®-certified executive with more than 25 years of international programme leadership delivering telecommunications, digital infrastructure and capital investment programmes across Saudi Arabia, Egypt and Sudan. Deep expertise in PMO governance, portfolio project controls, commercial management, executive reporting and digital transformation. Proven ability to lead multidisciplinary engineering teams, manage complex subcontractor ecosystems and support board-level decision-making through governance frameworks, KPI dashboards and business process optimisation. Recognised for combining strategic leadership with hands-on command of FTTH, FTTx, OSP, ISP, fibre optic infrastructure, low-current systems and large-scale EPC delivery.

25+

YEARS EXPERIENCE

SAR 550M

LARGEST
PORTFOLIO

**SAR
300M**

LARGEST PROJECT

10

YEARS AT STC

20+

NATIONAL
PROGRAMMES

20

ENGINEERS LED

70+

CONTRACTORS
MANAGED

PMP®

CERTIFIED SINCE
2007

PROJECT CONTROLS EXPERTISE

Planning & Scheduling

- ▶ Master programme development
- ▶ Primavera P6 & MS Project
- ▶ Critical path analysis
- ▶ Baseline management
- ▶ Recovery planning
- ▶ Schedule risk analysis

Cost & Commercial Control

- ▶ CAPEX/OPEX management
- ▶ Cost forecasting & budgeting
- ▶ Earned value management
- ▶ Cash flow management
- ▶ BOQ preparation
- ▶ Contract administration

Governance & PMO

- ▶ PMO framework establishment
- ▶ Portfolio governance
- ▶ Change control boards
- ▶ Risk & issue management
- ▶ Executive reporting
- ▶ KPI dashboard design

Digital Transformation

- ▶ Power BI executive dashboards
- ▶ ERP development (MS Access VBA)
- ▶ SQL database management
- ▶ Business intelligence
- ▶ Process optimisation
- ▶ Automation & reporting

EXECUTIVE LEADERSHIP

Strategic & Portfolio Leadership

- ▶ Portfolio direction & prioritisation
- ▶ Business transformation
- ▶ Operational excellence
- ▶ Strategic planning

Stakeholder & Contractor Management

- ▶ Multicultural team leadership
- ▶ Contractor performance management
- ▶ Client relationship management
- ▶ Government & regulatory relations

Decision Making & Reporting

- ▶ Executive presentations
- ▶ Board-level reporting
- ▶ Data-driven decision support
- ▶ Crisis & recovery leadership

Telecommunications Specialisation

- ▶ FTTH / FTTx rollout
- ▶ OSP & ISP deployment
- ▶ 5G infrastructure
- ▶ Fibre optic networks
- ▶ ELV, BMS, CCTV, fire alarm

PROFESSIONAL EXPERIENCE

Project Control Manager

2024 – Present | Riyadh, Saudi Arabia

AlSharq Office Company — Telecommunications & Electrical Engineering

Lead planning, budgeting, forecasting and execution controls for telecommunications and electrical engineering projects across Saudi Arabia. Direct governance, KPI reporting, subcontractor performance and client communications.

- Established project controls framework covering planning, cost control, risk management and executive reporting for active project portfolio.
- Lead multidisciplinary engineering teams and manage subcontractors through performance dashboards, schedule compliance and quality assurance.
- Drive budget forecasting, cash flow management and commercial reporting to support executive decision-making.
- Develop and maintain Power BI dashboards and reporting systems for portfolio visibility.

Technologies: MS Project, Primavera, Power BI, Excel

Projects Director – Telecommunications

2023 – 2024 | Egypt

Egyptian Company for General Contracting

Directed end-to-end telecommunications infrastructure delivery, managing lifecycle, cost, quality, risk and stakeholder engagement across multiple projects.

- Provided executive oversight for telecom infrastructure projects from initiation through closeout.
- Led multidisciplinary engineering teams and coordinated project controls, commercial and contract administration functions.
- Managed client relationships, subcontractor performance and quality assurance across project portfolio.

Technologies: FTTH, FTTx, OSP, Fiber Optic

Lead Consultant Project Manager

2020 – 2023 | New Administrative Capital, Egypt

Sabbour Consulting

Led delivery of ELV, BMS, CCTV, fire alarm and FTTH systems for the Egyptian International Olympic Games City and the New Administrative Capital Fiber Network.

- Managed design, procurement and implementation of smart city and fibre network systems for national prestige projects.
- Coordinated with ACUD (Administrative Capital for Urban Development) and led stakeholder engagement across government and contracting entities.
- Controlled project budgets, schedules, procurement and quality assurance for multidisciplinary engineering teams.
- Delivered fibre network planning, design and implementation across major national infrastructure programmes.

Technologies: FTTH, ELV, BMS, CCTV, Fire Alarm, Fiber Optic

Senior Site Manager

2018 – 2020 | Egypt

Benya Systems

Led site operations for the Egypt National Railways Modernization Project, supervising fibre optic installation, site teams, quality control and material management.

- Managed fibre optic cable installation and infrastructure deployment across railway corridors.
- Supervised site teams, quality control processes and material management.
- Coordinated with client, engineering teams and project management office on progress reporting.

Technologies: Fiber Optic, FTTH, OSP, Railway Systems

PROFESSIONAL EXPERIENCE (CONTINUED)

Fiber Misr – Alstom

Managed fibre optic network deployment for railway modernisation programmes, coordinating between Fiber Misr and Alstom project teams.

- Supervised installation, testing and commissioning of fibre optic systems for rail infrastructure.
- Coordinated between contractor and international OEM project teams to ensure schedule and quality compliance.

Technologies: Fiber Optic, OSP, Railway

Senior Project Control Engineer / Planning Engineer

2007 – 2017 (10 Years) | Kingdom of Saudi Arabia

Norconsult — Supporting Saudi Telecom Company (STC)

Decade-long engagement supporting STC's national fixed network expansion. Managed planning, scheduling, project controls, governance, KPI reporting and PMO functions for major FTTH/FTTx and OSP/ISP rollout programmes.

- Developed and maintained master programme schedules using MS Project and Primavera for national-scale telecom programmes.
- Created and maintained KPI dashboards and executive performance reports for STC senior management and regional directors.
- Designed and deployed an ERP tracking system using MS Access VBA and SQL to streamline project controls and data management.
- Established Work Breakdown Structures (WBS), change control processes, risk registers and issue logs for complex telecom projects.
- Monitored FTTH, FTTx, OSP and ISP rollout programmes across multiple regions of Saudi Arabia.
- Produced weekly, monthly and executive progress reports supporting portfolio decisions.
- Supported commercial management, contract administration and programme governance.

Technologies: MS Project, Primavera, MS Access VBA, SQL, Excel, FTTH, FTTx, OSP, ISP, Power BI

Project Manager

2006 – 2007 | Egypt

Millentech Systems

Managed ICT and telecommunications projects end-to-end, including planning, scheduling, team coordination and subcontractor management.

- Planned, scheduled and monitored project delivery across ICT and telecom portfolios.
- Managed project teams, subcontractors and stakeholder reporting to senior management.

Technologies: Telecom, ICT, MS Project

Project Engineer

2005 – 2006 | Sudan

MITT Company — Siemens Germany-Sudan Branch Subcontract

Served as Project Site Engineer on external network turnkey projects in Sudan, monitoring construction progress, materials and warehouse operations.

- Created Work Breakdown Structure (WBS) and used MS Project for schedule control.
- Prepared site progress reports and controlled warehouse and material management.
- Provided implementation division with project monitoring reports.

Technologies: MS Project, External Network, Telecom

Assistant General Manager

2004 – 2005 | Egypt

Compumagic International

One of Egypt's largest PC sales companies; partner with the Ministry of ICT in the "Computer for Every Home" initiative.

- Followed up RMA and Intel payment repayment programs.
- Supervised PBX and LAN installation in new company building.
- Designed MS Access application for accounting and time attendance.

Technologies: MS Access VBA, PBX, LAN, Web Design

Project Control and Monitoring Engineer

2000 – 2004 (4+ Years) | Egypt

Siemens AG

Monitored construction progress, materials and warehouse operations for external telecom network projects. Developed early project tracking systems using MS Access and MS Project.

- Created MS Access programme for project progress monitoring, materials tracking and warehouse control.
- Prepared Bill of Quantities (BOQ) from planning division for client signature.
- Provided implementation division with project progress monitoring reports versus plan.
- Created Work Breakdown Structures (WBS) for easy project tracking.

Technologies: MS Project, MS Access VBA, External Network, Telecom

SELECTED MAJOR PROJECTS

STC Fixed Network — FTTH/FTTx Rollout Programme

Client: Saudi Telecom Company (STC) | Employer: Norconsult | Country: Saudi Arabia | Role: Senior Project Control Engineer | 2007 – 2017

10-year national programme supporting STC's fixed network expansion across the Kingdom of Saudi Arabia. Encompassed FTTH/FTTx rollout, OSP and ISP programme management, PMO governance, executive reporting and project controls.

Scope: National FTTH rollout planning and control, FTTx network expansion, OSP/ISP programme management, PMO governance and reporting.

Achievements: Developed ERP tracking system using MS Access VBA; managed planning for 20+ major FTTH and OSP rollout projects; contributed to STC's national FTTH network expansion.

Technologies: MS Project, Primavera, MS Access VBA, SQL, Excel, FTTH, FTTx, OSP, ISP, Power BI

Egyptian International Olympic Games City

Client: ACUD | Employer: Sabbour Consulting | Country: Egypt | Role: Lead Consultant Project Manager | 2020 – 2023

National prestige smart city project in Egypt's New Administrative Capital. Led design, procurement and delivery of ELV, BMS, CCTV, fire alarm and FTTH systems.

Scope: ELV Systems, BMS, CCTV, Fire Alarm, FTTH Fiber Network.

Achievements: Successfully delivered integrated low-current and smart systems for a flagship national development.

Technologies: FTTH, ELV, BMS, CCTV, Fire Alarm, Fiber Optic

New Administrative Capital Fiber Network

Client: ACUD | Employer: Sabbour Consulting | Country: Egypt | Role: Lead Consultant Project Manager | 2020 – 2023

Led fibre network planning, design and implementation across Egypt's New Administrative Capital, coordinating with government urban development authority.

Scope: Fiber optic network planning, FTTH design and implementation.

Achievements: Delivered fibre network infrastructure on schedule for a new administrative city.

Technologies: FTTH, Fiber Optic, OSP

Egypt National Railways Modernization Project

Client: Egyptian National Railways (ENR) | Employer: Benya Systems / Fiber Misr – Alstom | Country: Egypt | Role: Senior Site Manager / Site Manager | 2017 – 2020

Led site operations and fibre optic network deployment for national railway modernisation across Egypt.

Scope: Fiber optic network deployment, railway modernisation, site team supervision.

Technologies: Fiber Optic, OSP, Railway Systems

Siemens External Telecom Network Projects

Client: Siemens Clients | Employer: Siemens AG | Country: Egypt | Role: Project Control and Monitoring Engineer | 2000 – 2004

Managed external network implementation, project controls, warehouse management and progress monitoring for Siemens telecom projects across Egypt.

Scope: External network implementation, project controls, warehouse management.

Achievements: Developed automated project tracking system using MS Access; managed external telecom network projects nationwide.

Technologies: MS Project, MS Access VBA, External Network, Telecom

MITT Telecom Infrastructure Project – Sudan

Client: Siemens Germany-Sudan Branch | Employer: MITT Company | Country: Sudan | Role: Project Engineer | 2005 – 2006

Turnkey external network project delivery in Sudan as subcontractor to Siemens.

Scope: External network, turnkey delivery, site engineering, material control.

Technologies: Telecom, External Network, MS Project

Key Achievements

- ✓ Designed and deployed an ERP-style project tracking platform using MS Access VBA and SQL, adopted across programme management teams and reducing manual reporting effort.
- ✓ Managed Project Controls portfolio exceeding SAR 550 Million across national telecommunications programmes.
- ✓ Directed project delivery for programmes and projects up to SAR 300 Million in value.
- ✓ Supported one of the Middle East's largest FTTH network rollouts over a 10-year engagement with STC.
- ✓ Led multidisciplinary engineering teams of 20+ professionals and coordinated 70+ subcontractors across telecom and infrastructure programmes.
- ✓ Developed executive dashboards and portfolio KPIs that improved reporting accuracy and supported board-level decision making.

- ✓ Delivered smart city and fibre network systems for Egypt's New Administrative Capital — a national prestige programme.
- ✓ Built a 25+ year international career spanning Saudi Arabia, Egypt and Sudan across telecommunications, rail, smart cities and EPC sectors.

PROJECT CONTROLS KPIS MANAGED

Schedule Performance Index (SPI)	Cost Performance Index (CPI)	Earned Value (EV)	Planned Value (PV)	Actual Cost (AC)
Schedule Variance (SV)	Cost Variance (CV)	Cost & Schedule Forecast	Cash Flow Management	Productivity Tracking
Material Status	Procurement Status	Executive Portfolio KPIs	Risk & Issue Trending	Baseline Change Control

TOOLS & TECHNOLOGIES

Primavera P6	MS Project	Power BI	Advanced Excel	PowerPoint	MS Access VBA
SQL Server	VB.NET	ASP.NET	AutoCAD	Microsoft Visio	ERP Development
Business Intelligence	Dashboard Development				

EDUCATION

Postgraduate Diploma in Business Administration

Heriot-Watt University – Edinburgh Business School, UK (Distance Learning)
2014 – 2017 | Equivalent to MBA coursework

Bachelor of Science – Communication and Electronics Engineering

Helwan University, Egypt
1991 – 1996 | Graduated May 1996 | Grade: Good |
Project Grade: Very Good

Preparatory M.Sc. – Communication Engineering

Helwan University, Egypt
1999 – 2003 | Resource Allocation for Multi-Service in IP Networks

CERTIFICATIONS

Project Management Professional (PMP®)

Project Management Institute (PMI) | 2007 | Active

Postgraduate Diploma in Business Administration

Edinburgh Business School, Heriot-Watt University |
2017 | Active

Cisco Certified Network Associate (CCNA)

Cisco Systems | 2001 | Historical (640-507)

LANGUAGES

Arabic — Native / Mother Tongue (C2)

English — Very Good / Fluent (B2-C1)

CAREER SNAPSHOT

Period	Role	Organisation	Country	Focus
2024 – Present	Project Control Manager	AlSharq Office Company	Saudi Arabia	Telecom / Electrical PMO & Controls
2023 – 2024	Projects Director – Telecom	Egyptian Company for General Contracting	Egypt	Telecom Infrastructure Delivery
2020 – 2023	Lead Consultant Project Manager	Sabbour Consulting	Egypt	Smart City / ELV / FTTH
2018 – 2020	Senior Site Manager	Benya Systems	Egypt	Railway Modernisation / Fiber
2017 – 2018	Site Manager	Fiber Misr – Alstom	Egypt	Rail Telecom Networks
2007 – 2017	Senior Project Control Engineer	Norconsult (STC)	Saudi Arabia	National FTTH Programme / PMO
2006 – 2007	Project Manager	Millentech Systems	Egypt	ICT / Telecom Projects
2005 – 2006	Project Engineer	MITT Company (Sudan)	Sudan	External Network / Turnkey
2004 – 2005	Assistant General Manager	Compumagic International	Egypt	IT / Operations
2000 – 2004	Project Control Engineer	Siemens AG	Egypt	External Telecom Networks
1997 – 1999	Officer – Air Defence	Egyptian Armed Forces	Egypt	Military Engineering & Operations

LEADERSHIP PROFILE

A programme-oriented executive who bridges strategic leadership with deep technical project controls. Combines 25+ years of hands-on delivery experience in telecommunications and digital infrastructure with mature stakeholder management, commercial acumen and governance discipline. Adept at building

PMO frameworks from the ground up, leading multinational engineering teams and translating complex programme data into board-ready insights. Known for developing digital reporting tools that reduce administrative burden while improving decision-making accuracy. Operates effectively across Saudi Arabia, Egypt and Sudan with cultural fluency in Arabic and English.