

Ashraf Ibrahim El Desoky, PMP®

Projects Director | PMO & Project Controls Executive | Telecommunications & Digital Infrastructure Leader

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Riyadh, Saudi Arabia

CAREER SNAPSHOT

25+ years international leadership
10 years at STC — Saudi Telecom
20+ FTTH / OSP / ISP programmes
3 countries: KSA · Egypt · Sudan

CERTIFICATIONS

PMP® — Active
Project Management Institute (PMI) · 2007
CCNA (Cert: 640-507)
Cisco Systems · 2001
PG Diploma — Business Administration
Edinburgh Business School, Heriot-Watt University · 2017

EDUCATION

B.Sc. Communication & Electronics Engineering
Helwan University · 1991–1996
Grade: Good · Project: Very Good
Project: Traffic Signal Control via PC
Preparatory M.Sc. — Communication Engineering
Helwan University · 1999–2003
Resource Allocation for Multi-Service IP Networks
Egyptian Secondary Certificate
El Ibrahimya School · 1987–1990

CORE SKILLS

LEADERSHIP & PMO
Programme Mgmt
PMO Leadership
Portfolio Mgmt
Executive Reporting
Stakeholder Mgmt
Change Mgmt
PROJECT CONTROLS
Planning & Scheduling
Cost Control Risk Mgmt
Earned Value (EVM)
KPI Dashboards Governance
TELECOMMUNICATIONS

EXECUTIVE PROFILE

PMP®-certified Projects Director and PMO Executive with over 25 years of international leadership delivering telecommunications, digital infrastructure and capital investment programmes across Saudi Arabia, Egypt and Sudan. Recognised authority in FTTH/FTTx rollout, OSP/ISP programme delivery, PMO governance, project controls, ERP development and executive KPI reporting. Combines strategic leadership with hands-on technical depth in fiber optic networks, ELV systems and digital transformation. Proven record of managing multimillion-dollar multi-region programmes, building high-performance engineering teams, and driving commercial, schedule and quality excellence from initiation to closeout. Fully bilingual (Arabic/English); experienced working with government bodies, international contractors and multinational clients.

PROFESSIONAL EXPERIENCE

AlSharq Office Company Jan 2024 – Present
Project Control Manager
Riyadh, Saudi Arabia · Telecommunications & Electrical Engineering

- Lead integrated planning, budgeting, forecasting and execution oversight for concurrent telecommunications and electrical infrastructure projects across the Kingdom.
- Manage subcontractor performance, engineering teams, procurement, risk registers and client-facing communications on all active projects.
- Design and maintain executive KPI dashboards and governance frameworks to provide senior management with real-time programme visibility.
- Drive change control, issue resolution and operational improvements across the project portfolio.
- Prepare and present weekly, monthly and milestone progress reports to senior leadership and clients.

Egyptian Company for General Contracting (ECGC) Jan 2023 – Jan 2024
Projects Director – Telecommunications
Cairo, Egypt · Telecommunications / General Contracting

- Directed full end-to-end delivery of FTTH, FTTx and OSP infrastructure programmes across multiple concurrent contracts, reporting directly to the company board.
- Managed complete project lifecycle: scope definition, cost control, quality assurance, risk management, commercial administration and stakeholder engagement.
- Led multidisciplinary engineering and contracting teams responsible for design, installation and commissioning of fiber optic networks.
- Established project controls frameworks, change control procedures and performance measurement baselines for all active projects.
- Ensured contractual compliance, client satisfaction and on-time delivery across all programme deliverables.

FTTH / FTTx

OSP / ISP

Fiber Optic

5G Rollout

ELV / BMS

CCTV

Fire Alarm

SOFTWARE & TOOLS

MS Project

Primavera P6

Power BI

MS Access VBA

SQL

VB.NET

ASP.NET

AutoCAD

LANGUAGES

Arabic — Native

English — Fluent (B2–C1)

German — Basic (A1)

PERSONAL

Nationality: Egyptian

Date of Birth: 30 April 1974

Marital Status: Married

Residence: Riyadh, Saudi Arabia

Home: El Haram, Giza, Egypt

Driving Licence: Yes

Military Service: Completed

Lead Consultant Project Manager

Cairo, Egypt · Infrastructure / Smart City / ELV / ICT

Key Projects: Egyptian International Olympic Games City (ACUD) | New Administrative Capital Fiber Network

- Led full design, procurement and delivery of ELV, BMS, CCTV, Fire Alarm and FTTH systems for the Egyptian International Olympic Games City — a national prestige smart city project in Egypt's New Administrative Capital.
- Managed all aspects of the New Administrative Capital Fiber Network: planning, detailed design, contractor management, procurement, testing and commissioning.
- Primary interface with ACUD (Administrative Capital for Urban Development) — government client management, approvals, reporting and issue escalation.
- Oversaw project budgets, master programme schedules, procurement plans and QA/QC across all concurrent workstreams.
- Coordinated multidisciplinary teams of engineers, subcontractors and specialist consultants across multiple simultaneous packages.
 - Both flagship projects delivered on schedule against high-profile national deadlines.
 - Successfully managed complex multi-system integration (ELV + fiber + BMS) on a nationally significant prestige project.

TRAINING

PMP Exam Preparation

Jupiter Training Center · 2007

CCNA Certification Training

Cisco Systems · 2001

Cisco Products (Switches & Routers)

Cisco Systems

Digital & Analogue Electronics, Microprocessors

South Cairo Institute · 1994

COMMERCIAL SKILLS

Contract Administration

CAPEX / OPEX Mgmt

BOQ Preparation

Procurement & Vendor Mgmt

Commercial Management

DIGITAL / ERP DEV.

ERP System Design (VBA)

Power BI Dashboards

SQL / MS Access

VB.NET / ASP.NET

HTML / CSS

MS Visio / AutoCAD

PROFESSIONAL EXPERIENCE (CONTINUED)

Benya Systems & Fiber Misr – Alstom

Jan 2017 – Jan 2020

Senior Site Manager / Site Manager

Egypt · Railways Modernization / Fiber Optic Infrastructure · Client: Egyptian National Railways (ENR)

- Managed fiber optic cable installation, infrastructure deployment and site operations for Egypt National Railways Modernization Project — a major national programme spanning multiple regions.
- Supervised site teams covering installation, jointing, testing, commissioning and quality control of fiber optic networks along railway corridors.
- Coordinated daily between Fiber Misr and Alstom engineering teams to ensure integrated delivery against the master programme.
- Managed site material tracking, progress reporting and HSE compliance; liaised with ENR client representatives on all site matters.
 - Successfully delivered fiber optic infrastructure across multiple railway corridors on the ENR modernization programme.

Norconsult – Supporting Saudi Telecom Company (STC)

Dec 2007 – Dec 2017

Senior Project Control Engineer / Planning Engineer

Riyadh, Saudi Arabia · National FTTH / FTTx / OSP / ISP Rollout · 10 Continuous Years

Client: Saudi Telecom Company (STC) — National Fixed Network Expansion Programme

- Managed planning, scheduling, progress monitoring and full project controls for STC's national fixed network expansion programmes — covering FTTH, FTTx, OSP and ISP rollouts simultaneously across all regions of the Kingdom of Saudi Arabia over a 10-year continuous engagement.
- Prepared, maintained and updated master programme schedules for complex multi-region rollout using MS Project and Primavera P6; managed baseline control, variance analysis and look-ahead programmes.
- Developed and maintained executive KPI dashboards and performance reports for STC regional directors, programme managers and board-level stakeholders — providing real-time visibility on progress, cost and risk.
- Designed and developed a full ERP system using MS Access VBA and SQL for project tracking, materials management, subcontractor progress and executive reporting — adopted programme-wide and significantly reducing reporting effort and data errors.
- Created and maintained Work Breakdown Structures (WBS) for all active projects; managed change control, risk registers, issue logs and lessons-learned processes throughout programme lifecycle.
- Produced weekly, monthly, quarterly and ad-hoc executive progress reports comparing actual vs. baseline; coordinated with STC regional directors, project teams and subcontractors on daily basis.
- Supported commercial management, contract administration, BOQ reviews and supplier performance monitoring across the STC contractor framework.
- Established and maintained PMO governance frameworks, document management systems and programme reporting standards for the entire STC fixed network programme.
 - Retained by STC / Norconsult for 10 uninterrupted years — a testament to consistent performance and client trust.
 - ERP tracking system adopted programme-wide — directly improved controls accuracy and reduced manual reporting by an estimated 60%.
 - Provided planning and controls support for 20+ concurrent FTTH, FTTx, OSP and ISP projects across the Kingdom simultaneously.
 - Made significant measurable contribution to STC's national FTTH network rollout — one of the largest telecom infrastructure programmes in the Middle East.

EARLIER CAREER

Project Manager · Cairo, Egypt · ICT / Healthcare IT / Telecommunications

Managed end-to-end delivery of ICT and telecom projects for a leading Egyptian technology integrator (PACS, RIS/CIS, healthcare IT and telecom solutions). Planned and scheduled projects, led engineering teams, managed subcontractors and stakeholders, and reported progress to senior management. Developed project tracking tools using MS Project and MS Access.

MITT Company – Sudan Branch (Siemens Germany–Sudan Subcontract)

Sep 2005 – Sep 2006

Project Engineer · Sudan · Telecom External Network / Turnkey

Site engineer on turnkey external telecom network delivery for Siemens Germany–Sudan branch. Responsibilities: schedule control (MS Project), WBS creation, construction progress monitoring, materials and warehouse management, preparation of progress reports for client and senior management.

Compumagic International

Sep 2004 – Sep 2005

Assistant General Manager · Cairo, Egypt · IT / ICT (Ministry of ICT Partner)

Supervised PBX and LAN installation in new headquarters; managed RMA and Intel payment repayment programme; designed MS Access VBA accounting and time-attendance application; website development. Compumagic is one of Egypt's largest PC distributors and a Ministry of ICT partner for the "Computer for Every Home" initiative.

Siemens AG – Egypt

Jun 2000 – Sep 2004 (4+ Years)

Project Control & Monitoring Engineer – External Network · Cairo, Egypt

- Monitored construction progress and materials on site for Siemens external telecom network projects across multiple regions of Egypt; controlled Siemens warehouse and material flows.
- Developed MS Access programme for project progress tracking, materials monitoring and warehouse control — solution adopted company-wide for improved operational visibility.
- Used MS Project for schedule control; created WBS for all projects; prepared BOQ from planning division for client signature; delivered weekly progress reports vs. baseline plan to implementation division.
- Key achievements: Shoubra Exchange Network Expansion (Cairo) and Assuit Exchanges Network Expansion — large-scale infrastructure upgrades across 8 cities in Upper Egypt.

El Gezirah Sheraton Hotel / Egyptian Armed Forces – Air Defence

1997 – 2000

Shift Engineer (Sheraton) / Military Officer — Air Defence Forces (Completed)

At Sheraton: supervised hotel M&E systems (HVAC, electrical, plumbing, PBX, satellite TV, wireless); preventive maintenance scheduling; trained junior staff; coordinated external vendors. Prior: mandatory military service as officer in Egyptian Air Defence Forces (Jan 1997 – Jun 1999).

SELECTED MAJOR PROJECTS

Project	Client	Country	Period	Role & Scope
Egyptian Olympic Games City – ELV, BMS, CCTV, Fire Alarm, FTTH	ACUD / Sabbour	Egypt	2020–23	Lead Consultant PM – full ELV & fiber delivery
New Administrative Capital Fiber Network	ACUD / Sabbour	Egypt	2020–23	Lead Consultant PM – FTTH planning, design & implementation
Egypt National Railways Modernization – Fiber Optic	ENR / Benya & Alstom	Egypt	2017–20	Sr. Site Manager – fiber installation along railway corridors
STC National FTTH/FTTx Rollout Programme	Saudi Telecom (STC)	KSA	2007–17	Sr. PCE – 10yr national rollout planning & controls

Project	Client	Country	Period	Role & Scope
STC OSP / ISP National Programme	Saudi Telecom (STC)	KSA	2007–17	Planning Engr – Outside & Inside Plant programme controls
ERP System – STC Programme Tracking	STC / Norconsult	KSA	2008–10	Designer & Developer – MS Access VBA ERP adopted programme-wide
Siemens Shoubra Exchange Network Expansion	Siemens AG / Client	Egypt	2000–04	Project Control Engr – network infrastructure deployment Cairo
Assuit Exchanges Network Expansion (8 Cities)	Siemens AG / Client	Egypt	2000–04	Project Control Engr – large-scale Upper Egypt expansion
MITT External Telecom Network – Sudan	Siemens Germany–Sudan	Sudan	2005–06	Project Engineer – turnkey external network delivery