

TONY FARRAN

TRANSFORMATION DIRECTOR

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[Portfolio](#)

Mission-driven, take-charge executive leader with 26 years' experience developing holistic, 360-degree growth strategies, organizational development plans, and transformation roadmaps that elevate business performance. Recognized for propelling regional sales from \$50MM to \$125MM through innovative revenue-generating initiatives and strategic customer experience enhancements. Designed and implemented a comprehensive transformation strategy at Emirates National Bank that effectively doubled revenue in just three years, scaling from \$454MM to \$921MM. Leads with drive and vision; aligns teams toward tactical goals and strategic priorities using a servant leadership approach.



CORE COMPETENCIES

Strategy Formulation & Results-Generating Execution • Enterprise Transformation • Organizational Change Management • Opportunity Identification & Capitalization • Talent & Performance Management • Business Process Improvement • Revenue Acceleration • Team Building • Mentor, Coach & Facilitator • P&L Optimization • Goal & KPI Achievement

WORK EXPERIENCE

OMT | Fort Lauderdale, FL | 2019 to Present

Leading money transfer and financial services company with over \$689MM in annual revenue and 2K+ licensed agents.

ASSISTANT GENERAL MANAGER

Set the tone, vision, and strategic direction of the organization, working proactively with the board of directors to capitalize on regional revenue-generating opportunities and fuel business growth. Plan, execute, and continually evolve the organization-wide transformation program, fostering a top-down culture of operational excellence while spearheading continuous improvement projects. Lead sustained efforts to rapidly adopt industry trends, emerging productivity tools, operational best practices, and disruptive technologies across all departments.

- Scaled regional sales by 150%, going from \$50MM to \$125MM over the span of eight years.
- Led a strategic CX initiative to identify and address customer pain points; provided a highly differentiated customer experience that fosters brand loyalty, reducing the online customer attrition rate by ~2% annually.
- Deployed a new data visualization tool to track Key Performance Indicators (KPIs) and identify areas of opportunity.
- Tapped by the CEO to serve on multiple leadership committees, working with executive-level personnel, key decision-makers, and other committee members to ensure the organization's continued growth and profitability.
- Led a project to expand product sales in a declining market; contributed \$48MM+ in incremental revenue growth over a two-year period (2022 to 2024) by promoting the product portfolio in select global markets.

EMIRATES NATIONAL BANK OF DUBAI | Riyadh, KSA | 2016 to 2019

\$2.1B Emirati financial conglomerate and one of the largest banking groups in the Middle East in terms of assets.

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Orchestrated the development of a five-year transformation roadmap as a key member of the steering committee. Partnered with leadership teams to plan and execute multiple transformation projects with budgets ranging from \$1.2MM to \$4.5MM.

- Designed a comprehensive transformation strategy that doubled revenue in three years, going from \$454MM to \$921MM.
- Built trusted-advisor relationships with executives and departmental leaders, providing guidance and strategic insights in the areas of organizational development, process improvement, PMO creation, and change adoption.
- Increased departmental efficiency by ~14% by researching, sourcing, and deploying leading-edge tools and technologies.
- Conducted deep-dive assessments of existing processes and project practices to identify gaps, deficiencies, and improvement opportunities; streamlined average project cycles by up to 26%.

PRICEWATERHOUSECOOPERS (PWC) | Riyadh, KSA | 2014 to 2016

Leading provider of technology consulting, business advisory, and project management services to clients in Saudi Arabia.

SENIOR MANAGER

Established and managed PMO offices across four regional branches to standardize and unify project management efforts. Led multiple large-scale transformation projects with multi-million-dollar budgets to increase cost-efficiency and foster a culture of continuous improvement. Designed five-year transformation strategies for high-profile clients, defining clear timelines, stakeholders, and milestones for each client engagement.

- Handpicked by top leadership to serve as Technology Transformation Portfolio Manager for the Saudi Ministry of Planning; successfully transformed the Central Department of Statistics and Information into an independent, cohesive, and profitable governmental entity through multiple projects with budgets up to \$36MM.
- Continually evolved and matured PMO processes; streamlined average project completion times by 28-32%.
- Advised the minister's office, collaborating with the Chief Information Officer to develop a ministry-wide IT transformation program and data center strategy which was adopted by 100% of departments in 6-8 months.

HEWLETT-PACKARD (HP) | Riyadh, KSA | 2010 to 2014

Provider of technology services consulting to financial and information technology clients throughout the kingdom.

REGIONAL PROGRAM MANAGER

Provided leadership, training, and strategic direction for sales and prospecting teams, spearheading efforts to expand the business unit, capitalize on revenue-generating opportunities, and provide a seamless customer experience across the sales cycle. Built mentor-mentee relationships with project managers to close skill gaps and elevate team performance. Upheld project management principles and best practices to ensure quality, on-time deliverables.

- Designed a company-wide outsourcing strategy that reduced costs and increased revenue by up to 35%.
- Successfully serviced over 35 RFPs in four years with an industry-leading 64% win rate.
- Managed a team of 12 engineers to upgrade four SABIC data centers 22% ahead of schedule (12 weeks).
- Other infrastructure modernization projects include: The King Abdullah University Cloud Computing Project, GHQ Hudson DC Program, SAIB DC Thermal Assessment Project, and the MOE Data Center.
- Achieved the 'Employee of the Quarter' Award and 'Best Consulting Employee for FY 11' Award in recognition of outstanding contributions to project success.

EARLY CAREER

Riyad Bank | Senior Project Manager (2009 to 2010)

Sybase ME | Regional Program Manager (2006 to 2009)

North Africa Commercial Bank | Project Manager (2002 to 2006)

ACT | Project Manager (1998 to 2002)

EDUCATION

Business and Computer University – Beirut, Lebanon (2005)

Master of Science (MS), Computer Science

Lebanese American University – Beirut, Lebanon (1999)

Bachelor of Science (BS), Computer Science

TRAINING & CERTIFICATIONS

Certified BSC Management System Professional (2019)

The Certified Strategist: From Planning to Execution (2016)

Certified IT manager, CITM (2013)

ITIL V3 Foundation (2011)

Certified Data Center Professional CDCP, EPI (2011)

Project Management–Project+ Certified Professional, Comp TIA (2007)

Microsoft Project Management Team System (2007)

Oracle OCP DBA (2001)

Danial M., CFO, OMT

"Tony was an amazing addition to our leadership team and a true pleasure to work with. He brought a tremendous amount of creativity, experience, and value to our organization and clients! Not only did he work to improve the customer experience on a national level, but he effectively rallied Product, Support, Marketing, Sales, and other teams to ensure the customer journey was best in class. Tony added new life to the leadership team and set us up for success. He would be an incredible asset to any customer-oriented organization, and I would highly recommend him."