

AVAILABLE • MIDDLE EAST & NORTH AMERICA

Driving Digital Transformation

Through AI, Data & Enterprise Systems

Shabih Hasnain

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23+

Years Experience

\$30B+

Programs Supported

120+

Projects Delivered

5

Countries Worked

600+

Users Trained

Who I Am & What I Deliver

Shabih Hasnain is a seasoned Digital Transformation & AI Enablement Leader with 23+ years of proven impact across construction, energy, aviation, and public infrastructure. Currently serving as Sr. Manager of Digital Transformation at El-Seif Engineering & Contracting in Saudi Arabia, he leads enterprise-wide AI adoption, intelligent automation, and data modernization — delivering measurable results including hundreds of hours per month recovered through automation.



AI Enablement

Claude, Copilot, n8n, Emergent, Lovable



Digital Transformation

Governance, BPO, Change Management



Business Intelligence

Power BI, Tableau, SQL, Denodo



Oracle & Cloud

Unifier, PCM, Contract Mgmt, APIs



Project Controls

P6, EVM, Cost Control, Reporting



PMO & Governance

Portfolio Mgmt, Frameworks, Agile

KEY FIGURES

23+

Yrs Exp

\$30B+

Programs

6TB

Data Migrated

98%

Query Reduction

35%

Adoption Increase

600+

Users Trained

23 Years of Impact

2023–Present

El-Seif Engineering & Contracting

Sr. Manager, Digital Transformation · Saudi Arabia

InEight rollout · REST API integration · AI automation suite · Digital Governance Framework

2020–2023

Metrolinx / Comtech

Migration Lead / Integration Manager · Toronto, Canada

6TB Oracle migration · 120+ projects · Power BI rollout · P6+ECOSYS integration

2019–2020

Trans Alta

BI Developer · Calgary, Canada

98% Denodo query optimisation · 5 executive dashboards · COVID capacity dashboard

2016–2018

Cenovus Energy

Sr. Business Analyst — SCMT · Calgary, Canada

Oracle CM implementation · 8-feed Maximo integration · Weeks → 2-3hr reconciliation

2009–2011

PARSONS International

Program Controls Systems Manager · Abu Dhabi, UAE

\$10B+ Airport Expansion · ARES-PRISM · 60-80 hrs/month reporting savings

2007–2009

ALDAR Laing O'Rourke

Project Controls Manager · Abu Dhabi, UAE

\$20B Al Raha Beach · Largest PCM deployment in region · 1,000 active users

2002–2006

PROJACS International

Project Controls Engineer · Abu Dhabi & Dubai, UAE

\$850M Shuweihat WTS (6 months vs 2-yr plan) · Palm Jumeirah Tunnel

EDUCATION & CREDENTIALS



Masters in Project Management



2007



Bachelor of Computer Engineering



2002



PMP — PMI Certified



Valid 2021–2027



ARES PRISM Administration

2010



Primavera CM Training



CMCS · 2006

InEight Platform — Company-Wide Rollout

El-Seif Engineering & Contracting · Saudi Arabia · 2023–Present

End-to-end implementation of InEight Project Management with a live two-way REST API integration with ACONEX, scaling to 80+ active users and permanently eliminating 80–100 hours per week of manual document entry.

⚠ CHALLENGE

35 document controllers manually re-entering data between ACONEX and InEight — 80–100 hrs/week lost, high error risk, unscalable.

➦ SOLUTION

Engineered a live bidirectional REST API integration. Designed phased project-by-project adoption strategy. Built automated executive dashboards. Created Digital Governance Framework.

TECHNOLOGY

InEight PM

REST API

ACONEX

Power BI

SharePoint

Claude

Copilot

80–100h

Per week

recovered

80+

Active

users

35

Controllers

freed

0

Manual

transfers

Enterprise AI Workflow Automation Suite

El-Seif Engineering & Contracting · Saudi Arabia · 2023–Present

Deployed a suite of intelligent automation workflows using Claude, Microsoft Copilot, n8n, Emergent, and Lovable — eliminating hundreds of hours of manual work per month across all departments.

⚠ CHALLENGE

Teams spending hundreds of hours monthly on report compilation, data re-entry, document formatting — consuming skilled professionals and slowing decisions.

➦ SOLUTION

Identified high-impact workflows. Built executive dashboard automation. Deployed n8n workflows. Implemented Claude & Copilot across all departments. Created custom AI apps via Lovable & Emergent. Ran data literacy program.

TECHNOLOGY

Claude

MS Copilot

n8n

Emergent

Lovable

Power BI

Power Automate

100s hrs

Saved

monthly

35%

Self-service

adoption

5

AI platforms

deployed

All Depts

AI

adoption

PowerApps Site Inspection Digitization

El-Seif Engineering & Contracting · Saudi Arabia · 2023–Present

Replaced entirely paper-based SOR and site inspection workflows with a custom PowerApps solution on iPads — enabling real-time photo uploads and recovering 4–5 hours per engineer per week.

⚠ CHALLENGE

Site engineers spending 4–5 hrs/week on paper forms, manual photo printing, and data re-entry. No real-time visibility. Data often incomplete or delayed by days.

➦ SOLUTION

Built custom PowerApps with native camera integration and form validation. Connected to SharePoint central database. Configured Power Automate notifications. Deployed on iPads with on-site training.

TECHNOLOGY

PowerApps

SharePoint

Power Automate

iPad/Tablet

Microsoft 365

4–5h

Per engineer

saved/week

Zero

Paper forms

remaining

100%

Data

completeness

Real-time

Central

database

Oracle PCM → Unifier Migration (Metrolinx)

Metrolinx / Comtech • Toronto, Canada • 2020–2023

End-to-end migration of 120+ live projects and ~6TB of contract data from Oracle PCM to Oracle Unifier — delivered on time, within budget, and 2–3 months ahead of schedule through SQL-driven efficiency discovery.

⚠ CHALLENGE

120+ active projects with no freeze window. Fundamentally different PCM and Unifier data structures. Zero tolerance for data errors on publicly-funded transit programs.

➦ SOLUTION

Full data inventory & SQL workflow analysis (saved 250–300 hrs). ETL pipeline design. Phased migration with live continuity. Tableau & Power BI rollout to 200+ users. P6+ECOSYS integration.

TECHNOLOGY

- Oracle Unifier
- Oracle PCM
- SQL
- Power BI
- Tableau
- Primavera P6
- ECOSYS

Projects

120+

migrated

Data

~6 TB

migrated

Ahead of

2–3 Months

schedule

BI users

200+

onboarded

98% Query Reduction — Denodo BI (Trans Alta)

Trans Alta Corporation · Calgary, Canada · 2019–2020

Transformed Trans Alta's BI infrastructure by rebuilding Denodo virtual data models and VQL — cutting critical query execution from 40–50 minutes to 30–40 seconds, enabling near-real-time C-suite decision-making.

⚠ CHALLENGE

Critical reports taking 40–50 minutes to run. C-suite confidence in BI eroding. Denodo models built without performance optimisation across multiple source systems.

➦ SOLUTION

Full query performance diagnostic. Denodo VQL model reconstruction with push-down optimisation. Intelligent caching configuration. Role-based security & data masking. 5 executive Power BI dashboards.

TECHNOLOGY

Denodo VQL

Power BI

SQL

REST APIs

Cloud Data Sources

RBAC & Masking

98%+

Query time

reduction

40–50 min

Previous

execution

30–40 sec

New

execution

5

Executive

dashboards

\$10B+ Abu Dhabi Airport Expansion

PARSONS International • Abu Dhabi, UAE • 2009–2011

Supported a 150–200 person program management team on one of the Gulf’s largest aviation infrastructure programs — implementing ARES-PRISM systems that replaced entirely manual reporting and saved 60–80 hours per month.

 CHALLENGE

150–200 professionals compiling monthly executive reports entirely by hand. Dozens of hours lost every month on a decade-long, publicly critical aviation megaprogram.

 SOLUTION

Implemented ARES-PRISM & PRISM G2 for full program controls. Configured monthly actuals & commitment imports. Maintained P6 schedule integration. Automated executive reporting cycle.

TECHNOLOGY

ARES-PRISM

PRISM G2

Primavera P6

EVM

Contracts & Variations

\$10B+

Program

value

200

Professionals

supported

60–80h

Saved per

month

10+ yrs

Program

duration

\$20B+ Al Raha Beach Development

ALDAR Laing O'Rourke JV · Abu Dhabi, UAE · 2007–2009

Led the Primavera Contract Manager rollout across one of the Middle East's largest real estate programs — training 500–600 users and supporting 1,000 simultaneous active platform users.

⚠ CHALLENGE

Rolling out PCM to 1,000 users across a \$20B program from diverse backgrounds — contractors, engineers, document controllers, commercial managers — in a compressed timeframe.

➦ SOLUTION

PCM platform configuration aligned to ALDAR LOR workflows. Role-based training for 500–600 users over 12 months. ACONEX integration managed. Monthly executive dashboards aggregating PCM, ACONEX & P6.

TECHNOLOGY

Primavera PCM

ACONEX

Primavera P6

Executive Dashboards

\$20B+

Program

value

1,000

Active

platform users

600

Users

trained

3 Systems

Consolidated

in dashboards

Oracle Contracts + Maximo 8-Feed Integration

Cenovus Energy • Calgary, Canada • 2016–2018

Designed and implemented Oracle Contract Management across all Cenovus oil sands projects, and architected an 8-feed Maximo integration — reducing monthly reconciliation from weeks to 2–3 hours.



CHALLENGE

Cost Engineers spending 40–50 hrs/week on manual Access/Excel extraction. Monthly Maximo reconciliation taking several weeks with frequent discrepancies.



SOLUTION

Oracle CM implementation across all oil sands projects. 8-feed bidirectional Maximo integration (AFEs, Contracts, POs, Vouchers, Receipts, Invoices, Actuals, Commitments). Oracle BI reporting & Publisher templates.

TECHNOLOGY

Oracle Contract Mgmt

IBM Maximo

Oracle BI

Oracle BI Publisher

SQL

40–50h

Per week

saved

8 Feeds

Integration

feeds built

Weeks→2h

Monthly

reconciliation

100%

Reconciliation

automated

\$850M Shuweihat Water Transmission Scheme

PROJACS International · Abu Dhabi, UAE · 2002–2006

Delivered the Primavera Expedition implementation for Abu Dhabi's critical \$850M water infrastructure program — going live in 6 months against a 2-year planned timeline. The project that started a 23-year career.

 CHALLENGE

Implementing Primavera Expedition across 4 geographically distributed UAE sites before cloud deployment existed. 2-year plan allocated — team had no precedent for compressing this timeline.

 SOLUTION

Requirements analysis & full system configuration. Citrix-based multi-site deployment architecture. 6-month go-live (75% timeline compression). Structured training for 60 users across 4 sites.

TECHNOLOGY

Primavera Expedition

Citrix Remote Access

Cost-Loaded Scheduling

Contract Management

\$850M

Program

value

6 Months

Go-live vs

2-year plan

75%

Timeline

compressed

60

Users across

4 sites

Palm Jumeirah Vehicular Tunnel

PROJACS International · Dubai, UAE · 2002–2006

Supported project controls on one of the world's most iconic construction programs — managing schedule updates, resource loading, and cost-loaded baseline tracking on a subaqueous tunnel beneath the Arabian Gulf.

 CHALLENGE

Subaqueous tunnel construction with zero sequencing margin. High-profile pressure with dozens of contractor interfaces. Managed concurrently with the Shuweihat implementation.

 SOLUTION

Regular schedule update cycles incorporating contractor progress. Resource & cost tracking in Primavera Expedition. Progress reporting & variance analysis. Full application stewardship.

TECHNOLOGY

Primavera Expedition

Cost-Loaded Scheduling

EVM

Resource Tracking

Iconic

World-famous

project

Subaqueous

Tunnel beneath

Arabian Gulf

Concurrent

With Shuweihat

implementation

23 yrs

Career built

from here

— LET'S BUILD SOMETHING TRANSFORMATIVE

Ready to drive your Digital Transformation?

Available for executive leadership roles and consulting engagements across the Middle East & North America.



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AVAILABLE FOR:

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Training & Enablement

ME & NA Markets

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