

# Amir Fegghi

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## Profile

Senior transformation and program leader with more than 20 years of experience delivering complex digital, data, AI and business transformation initiatives across international enterprise environments. Strong track record in bridging strategy and execution, building structure in ambiguous situations, and leading cross-functional programs from early framing and governance design through implementation, rollout and operational stabilization.

Brings deep experience across AI enablement, enterprise data platforms, data management, organizational adoption and large-scale stakeholder orchestration. Combines consulting rigor with hands-on delivery leadership, with particular strength in aligning business, IT, data and executive stakeholders around clear priorities, pragmatic governance, implementation readiness and measurable value realization.

Known for enabling organizations to translate AI opportunities, emerging technologies and regulatory requirements into practical action through structured governance, senior stakeholder alignment, workshop-based enablement and scalable transformation execution.

## Core Competencies

- AI Enablement, Adoption and Capability Building
- Data, Analytics and AI Program Leadership
- Enterprise Transformation and PMO Governance
- Business–IT–Data Bridging and Stakeholder Alignment
- Responsible AI, Governance, Risk and Quality Management
- Use-Case Discovery, Prioritization and Maturation
- Executive Steering, KPI Design and Value Realization
- Change Management, Communication and Organizational Adoption
- Cross-Functional Leadership in International Environments
- Workshop Facilitation, Learning Formats and Senior Stakeholder Engagement
- Vendor, Partner and Multi-Supplier Management
- Agile, Hybrid and Traditional Delivery Models

## Professional Experience

### Independent Consultant / Senior Program Lead – AI Enablement, Data & Digital Transformation

**Independent / Various Enterprise Clients | Düsseldorf, Germany | 2019 – Present**

Senior freelance advisor and delivery lead for enterprise transformation initiatives across AI, data, analytics and digital programs. Supports clients in shaping, governing and delivering strategic initiatives that require strong coordination across business functions, IT, data teams, external vendors and executive sponsors.

#### Key Responsibilities and Contributions

- Led enterprise transformation initiatives across AI, data and digital domains, from early opportunity framing and use-case clarification through PoC, MVP, rollout and operational handover.
- Acted as senior interface between business, IT, data science, engineering and external partners, ensuring alignment across objectives, scope, delivery and stakeholder expectations.
- Established governance structures, steering routines, KPI frameworks and reporting mechanisms to create transparency, support executive decision-making and improve implementation readiness.
- Helped organizations structure early-stage or ambiguous initiatives where operating models, ownership structures or governance practices were not yet clearly defined.
- Contributed to the design of pragmatic AI and data governance approaches, including quality controls, risk awareness, human oversight and business accountability.
- Supported business functions in identifying, shaping and maturing AI and data use cases from early idea stage toward implementation readiness.
- Designed and facilitated workshops, steering meetings and alignment sessions to build stakeholder commitment, clarify priorities and strengthen adoption.

#### Selected Project Themes

- **AI program leadership in agribusiness / ocean transportation environment:**  
Led and coordinated a multi-stream AI initiative focused on document intelligence, contract analytics, operational data extraction and virtual assistant use cases. The program covered use-case framing, stakeholder alignment, delivery orchestration, backlog and milestone coordination, and collaboration across business teams, data specialists and technical delivery resources.
- **Document intelligence and contract analytics:**  
Supported an AI-based initiative to extract, structure and classify information from contracts and operational shipping documents, creating the foundation for better transparency, searchability and downstream data use.
- **Analytics- and AI-enabled business support solutions:**  
Helped shape enterprise reporting and assistant-style use cases aimed at making operational and commercial information more accessible to users through improved interaction models and structured data access.
- **Transformation stabilization and delivery structuring:**  
Entered complex project situations requiring stronger delivery discipline, clearer governance, stakeholder alignment and practical execution control.

## Director – Digital Transformation & Data Strategy

**Fusion Consulting | Steinhausen, Switzerland | 2015 – 2019**

Held a director-level consulting role focused on digital transformation, enterprise data management, analytics and strategic program delivery. Worked with international clients in complex transformation contexts, particularly where strong business/IT coordination, governance, data structuring and change support were essential.

### Key Responsibilities and Contributions

- Led consulting engagements across digital transformation, data strategy, enterprise data management and analytics-related initiatives.
- Advised senior business and IT stakeholders on how to structure transformation programs, align priorities and establish sustainable governance.
- Managed and supported large-scale transformation efforts involving multiple countries, business units and implementation partners.
- Facilitated steering committees, workshops and alignment forums to bridge strategic objectives and delivery realities.
- Helped define and implement data-related structures, standards and governance approaches across international organizations.
- Worked closely with executive stakeholders, business teams, IT organizations and external system integrators to drive alignment and execution.

### Selected Experience Highlights

- **Energy sector / data platform and data foundation context:**  
Contributed to enterprise data and analytics initiatives in a highly regulated, asset-intensive environment, supporting the setup of scalable data foundations and the coordination of multiple stakeholder groups.
- **Enterprise data management and harmonization:**  
Supported the implementation of data management structures and governance approaches across different markets and organizational units, helping align local requirements with broader enterprise standards.
- **Large-scale transformation support:**  
Served as trusted advisor and program leader in initiatives where business transformation, data, systems and operating model changes had to be coordinated together.
- **SAP-related transformation environments:**  
Worked in transformation contexts involving master data, process alignment and structured change across business and IT functions.

## Head of Business Development – Cloud

**Cloud&Heat Technologies GmbH | Dresden, Germany | 2013 – 2015**

Senior role combining business development, solution positioning, go-to-market design and partnership development for innovative cloud infrastructure and platform offerings.

### **Key Responsibilities and Contributions**

- Built and drove the business development agenda for cloud-based infrastructure and platform services.
- Helped shape market positioning and commercial strategy for innovative IaaS and PaaS offerings.
- Developed strategic partnerships and alliances to support market entry, customer acquisition and business growth.
- Worked closely with internal technical and commercial stakeholders to align offering design with customer needs and market demand.
- Engaged with enterprise customers and partners to explain value propositions, solution models and deployment opportunities.

## Senior Consultant – CRM

**Lodestone Management Consultants | Garching near Munich, Germany | 2011 – 2012**

Consulting role focused on CRM-related transformation, international rollout management and coordination of business and implementation stakeholders in multinational environments.

### **Key Responsibilities and Contributions**

- Managed and supported international CRM rollout programs across more than ten countries.
- Coordinated requirements, implementation activities and stakeholder communication across business and project teams.
- Worked with business, product and implementation stakeholders to support digital transformation in customer-related processes and systems.
- Helped structure rollout planning, local adaptation, governance and communication in multi-country settings.

## Senior Consultant CRM / Salesforce Initiative Lead

**ABeam Consulting Europe | Neu-Isenburg, Germany | 2007 – 2011**

Held a dual consulting and initiative leadership role focused on CRM transformation, Salesforce-related business development and enterprise implementation programs.

### Key Responsibilities and Contributions

- Set up and led the internal Salesforce initiative spanning business development, alliances and market positioning.
- Managed enterprise CRM and adjacent transformation initiatives for industrial clients.
- Led project coordination across business stakeholders, IT teams and external implementation partners.
- Contributed to international rollout programs with strong process, stakeholder and delivery components.
- Supported clients in aligning solution implementation with broader business and organizational needs.

### Selected Experience Highlights

- **Salesforce initiative leadership:**  
Helped establish and drive Salesforce-related consulting capability and business development activities.
- **SAP-CRM-adjacent transformation delivery:**  
Led implementation-related activities for solutions connected to broader CRM and commercial process environments.
- **International industrial client programs:**  
Managed complex stakeholder settings involving cross-functional teams and multinational rollout dimensions.

## Program Manager

**Sapient Corporation | Düsseldorf, Germany | 2006 – 2007**

Program and project management role in complex digital and technology-driven client environments.

### Key Responsibilities and Contributions

- Managed the implementation of a trading platform for a major international energy company.
- Coordinated releases, dependencies, stakeholders and vendor-related activities in a regulated and high-complexity environment.
- Supported execution management and stakeholder alignment in a demanding delivery setting.
- Worked on a separate client assignment in the financial sector, focused on release coordination and stakeholder management for a major U.S. investment bank.

## Project Manager – Digital Banking

**Citigroup / Citibank | Düsseldorf, Germany | 2004 – 2006**

Early project management role in digital banking transformation with responsibility for implementation coordination, requirements and testing.

### Key Responsibilities and Contributions

- Managed the rollout of a mobile banking application for Citibank Germany.
- Coordinated requirements gathering, test management and functional alignment across business and technical stakeholders.
- Supported the introduction of new digital capabilities in a banking environment with strong quality and coordination requirements.
- Acted as a key coordination point between delivery teams and business stakeholders.

## Education

- **Master in Blockchain Technologies**  
Zigurat Innovation & Technology Business School
- **Master of Science (M.Sc.) – Information Systems**  
DePaul University, Chicago
- **Diploma in Business Administration (Diplom-Kaufmann)**  
Heinrich Heine University Düsseldorf

## Further Education & Certifications

- MIT xPRO – Designing & Building AI Products & Services
- Data Foundations Nanodegree
- Design Thinking
- DeFi Talents Program

## Languages

- **German:** Native
- **English:** Full professional proficiency
- **Persian:** Good working knowledge
- **French:** Elementary