Kamran Haider.

AI & CREATIVE OPERATIONS LEADER / PROCESS AUTOMATION CONSULTANT

Dubai, UAE
info@kamranhaider.com
+971 50 100 6840
kamranhaider.com

IMPACT

97.5%
Task-time reduction. Creative execution cut from 40 minutes to 1 minute through automation.

57%
More on-time delivery across 5 Eastern Hub regions.

~52
Multi-channel projects a month: Digital, D/OOH, Film, CRM, Web.

72
Eastern Hub markets managed across Australia, APIO, India, Korea, Japan, MENA & South Africa.

EDUCATION

PhD, Building a Culture of Kindness: The Role of Leadership in UAE Workplaces
UCAM, Spain
Expected 2028

M.Phil., Management
UCAM, Spain
2023

MBA, Operations
University of Northampton, UK
2014

Diploma, Internet Technology & Design
LIT&R, UK
1999

CREDENTIALS

- Agentic AI, Stanford HAI
- Adobe Creative Suite Specialist
- Creative Automations
- 360° Campaign Planning & Delivery
- Accredited Scrum Master, 2021
- Lean Six Sigma Green Belt, 2019
- Operations & Strategy, IBMI, 2019
- PRINCE2 Foundation & Practitioner, 2016

PROFILE

AI and Creative Operations Leader with **20+ years** across advertising, marketing production and global delivery. The bridge between business and creativity: diagnoses workflow bottlenecks, designs automation roadmaps and deploys GenAI and scripted solutions that scale output, cut cost and protect brand compliance. Pairs doctoral research in leadership and workplace culture with executive leadership.

EXPERIENCE

Operations & Demand Lead
SEP 2021 – PRESENT
Accenture Song, Jaguar Land Rover
Dubai, UAE

- **AI & automation design:** AI tools and scripting automate repetitive creative tasks, scaling studio output and lowering production cost.
- **Regional hub operations:** Led demand, traffic and delivery across 5 Eastern Hub regions and 22 MENA retailers.
- **Remote team orchestration:** SynOps used to run global delivery teams in India across 360° campaigns.
- **Performance analytics:** Live dashboards and KPI benchmarks driving campaign improvements for executive leadership.

Operations Director
SEP 2015 – AUG 2021
Spark44
Dubai, UAE

- Directed end-to-end studio operations, traffic, creative resources and multi-project budgets, on time and on budget.
- Digitised legacy workflows and embedded lean practice to accelerate execution.
- Built client-facing KPI dashboards showing efficiency and cost savings to top management.
- **Won the 2021 Bold, Brave & Honest Award** (Spark44 MENA) for operational performance.

Projects Manager
MAY 2013 – AUG 2015
M&C Saatchi, Splash Worldwide
Abu Dhabi, UAE

- Managed multi-channel campaign scoping, budgeting and brand compliance for global and regional accounts.
- Oversaw Google DoubleClick for rich media execution, tagging, production best practice and asset QC.

VENTURES & LEADERSHIP

AUTHOR
Confidence Code 7
Published youth leadership framework built on capability and storytelling.
Available on Amazon

FOUNDER & PERFUMER
Dew on Dunes
Formulated and launched an independent niche fragrance brand, from product strategy to retail.
Available at Samawa