

## THE FACE OF DIGITAL LEADERSHIP



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**How would you describe your organization's enterprise-wide digital transformation strategy?**

As a CSP we target to continue providing connectivity services and become a multi-play digital operator. Driving digital transformation starts by defining the overall objectives that serve our organization's real and ambitious business targets. The focus is on adding new digitally competitive business models and portfolios, based on customer experience and new market demand and also on exploiting all opportunities for new business and ideas.

**What targets does your organization have to guide this strategy?**

Starting with adequate and well thought out planning, managing cultural and market changes, focusing on people and leadership development, gaining successful partners and choosing the right platform technologies.

**What's the biggest 'win' you've achieved so far?**

We worked on transforming our group-wide enterprise solution to be a consolidated, cloud-based platform that enables cross-operator reporting and controlling. This has helped in saving operational costs and to assure best-of-breed solutions to manage enterprise resources and customer experience.

**What are the biggest challenges you face in achieving your digital transformation aims?**

Achieving balance between working with agile business and governance processes to catch up with the rapidly changing business and technology on one side, and controlling risks, legacy and costs on the other.

**Leadership is clearly paramount, but what makes a good digital leader?**

A successful digital leader should be able to set ambitious targets and ideas that bring high value to the organization serving the digital transformation strategy, and have capabilities to achieve them by driving change. He understands the real challenges of the organization and knows how to handle them, and is up to the level of complicated missions in the transformation journey. He should also own the art of reaching balance between all ecosystem stakeholders and players and drive them to fulfil the strategy requirements.

**Digital transformation is not just about changing processes and technology; it also involves a shift in organizational culture. How is your teamwork changing and what's your role as a team leader?**

Digital transformation involves fast changes in a lot of areas. The digital champions should show fast adaptation capabilities in addition to an agile mindset and high dedication to the assigned tasks. This enables the leader to empower the team and get more creativity and constructive initiatives in the digital transformation journey.

**What is the next big idea you are working on?**

Building an intelligent platform with automated processes based on cloud technology and including strong analytics to serve all the group operator's customers and enable cross-group utilization to ensure healthy performance across the ecosystem.

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