

Talal A. Alsubaie

Driving Change and Delivering Results | Misk 2030
Leaders

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SUMMARY

Experienced strategic leader with over 15 years of expertise in enhancing performance management and developing effective strategies. Skilled at handling complex challenges in high-pressure situations using a balanced mix of technical knowledge and strategic insight. I have led more than 20 successful projects, showcasing strong team leadership, a results-driven approach, and excellent collaborative skills. Effective at communicating with stakeholders at all levels, I excel at building partnerships and driving project success with clear strategic thinking.

EXPERIENCE

VP of Performance Management

10/2024 - Present

National Center for Performance Measurement (ADAA)

Appointed to lead ADAA's core mission—managing and advancing performance measurement across government entities in alignment with Vision 2030 and national strategies. My role focuses on expanding coverage, improving methodology, and enabling decision-making at the highest levels of government.

Key Responsibilities and Achievements:

- Leading the implementation of ADAA's new strategy, which is expanding our coverage from 137 to over 330 government entities by 2026.
- Developing the National Performance Management Framework in collaboration with the Strategy Management Committee (SMC) to unify and align performance efforts across the public sector.
- Overseeing a full revamp of all measurement methodologies, including how we assess maturity, strategy delivery, and impact.
- Introducing the measurement of public satisfaction with government services across more than 90 entities. In 2025 alone, we evaluated service satisfaction in over 50 entities—the largest effort of its kind to date.
- Increasing the number of items we measure annually by over 77%, aiming to exceed 9,000 indicators by 2026 to better track the progress of national strategies.
- Reduced the number of low-performing entities through focused support and clearer accountability structures.
- Achieved a significant drop (over 40%) in lagging strategic items across government entities by improving follow-up and enabling early action.
- Responsible for measuring and reporting satisfaction with Hajj and Umrah services, achieving the highest satisfaction scores since the program began.
- Deliver ADAA's quarterly performance report to the Council of Economic and Development Affairs (CEDA), presenting progress across Vision 2030 and national strategies with clear KPIs and insights to guide leadership decisions.

Executive Director of Strategy & Org. Excellence

2021 - Present

National Center for Performance Measurement (ADAA)

As the Executive Director of Strategy and Organization Excellence, I strategically guide the planning and operational improvements to ensure our performance measurement services exceed national and international standards. I am committed to fostering excellence and innovation across the organization, driving initiatives that significantly boost efficiency and overall performance through careful market analysis and adherence to global benchmarks.

Key Responsibilities and Achievements:

- Strategic Vision and Objectives: Crafted and executed the organization's strategic vision, mission, and goals in strict alignment with the Kingdom of Saudi Arabia's Vision 2030, setting clear KPIs to track progress and drive systemic improvements.
- Partnership and Benchmarking: Developed robust partnerships with government and international entities, facilitating a dynamic exchange of knowledge and establishing new global benchmarks in performance measurement.
- Initiatives for Continuous Improvement: Initiated and championed a cultural shift towards continuous improvement, significantly enhancing SLA compliance by 30% in the first year through targeted initiatives and rigorous KPI monitoring.

- **Leadership and Development:** Managed a multidisciplinary team, providing ongoing mentorship and fostering professional growth to maintain high standards of excellence and deliver exceptional results.

In collaboration with Boston Consulting Group, I spearheaded two critical strategy projects for Saudi Arabia:

- **National Performance Ecosystem Strategy:** Led the development and implementation of a comprehensive strategy, improving how performance is measured across Saudi government entities. This involved extensive market research and the establishment of robust KPIs to ensure alignment with global best practices.
- **ADAA Strategy Development:** Directed the strategy overhaul for ADAA, enhancing organizational efficiency and clarity in performance goals, reinforced by market insights and international benchmarks.

These strategic efforts required meticulous planning, extensive collaboration with a wide range of stakeholders, and a deep understanding of market dynamics and performance metrics. My leadership ensured that these strategies not only met but exceeded the objectives of Saudi Arabia's Vision 2030, establishing new standards of excellence.

HE Advisor & Chief Information Officer

2017 - 2021

Saudi FDA

- Led the development the Saudi Halal National Strategy, covering all aspects of the supply chain, such as production, manufacturing, investment, and regulation, in alignment with over 21 government entities. Aiming to create a 24+ billion SAR contribution to the Kingdom's GDP and be the largest Halal brand worldwide.
- Led the privatization of some of the Saudi FDA's services, such as the Halal Center and Drug Track & Trace.
- Led an organization-wide Customer Experience (CX) project to research customer needs, define problems, and create new solutions using design thinking as the main tool; interviewed and observed over 70 companies in the medical devices, food, and pharma domains.
- Increased Customer Satisfaction by 50% of the newly released "Ghad" system within the first ten months and lowering the number of tickets open by 90%.
- Won the AISabah Award for the "Drug Track & Trace" platform, which integrates with over 5,000 points and has executed over 1 billion transactions (Oct 2020).
- Built a new Mobile App "Tamini" to promote healthy food choices and provide information on mask and sanitizer availabilities in over 1,000 pharmacies in response to the COVID-19 pandemic.
- Building a new clearance system based on Machine Learning with the goal of clearing 30% of goods by the machine and reduced the time for clearance from 2 days to less than 2 hours.

Founder & CEO

2013 - 2017

Modprex

Established Modprex (a management consulting firm) from scratch and successfully managed all business operations, including strategic planning, budgeting, staffing, marketing, sales, and project implementation. Led high-profile projects with government entities and top international companies, such as PwC, BCG, and KPMG. Established a strong partnership with GBTEC AG, leading to recognition as the best international partner and the software becoming a top player in the region.

- **Saudi Arabian Monetary Authority:** Established the Office of Process Management and Modeling within SAMA and aligned its strategy with its main value chains for execution in addition to documenting all SAMA processes and redesigning three value chains.
- **King Abdullah Bin Abdulaziz University Hospital:** Established the Office of Process Management and the PMO and Strategy Office. During our work, we modeled all the hospital's processes to achieve the JCI certification, which we did on the first attempt.
- **Maharah:** We modeled all of Maharah's processes to comply with IPO regulations in Saudi Arabia using an agile approach. Furthermore, we identified all their processes and value chains and led in Identifying their Customer Journey and improving their experience.
- **Ministry of Labor and Social Development:** We established the Office of Process Management and identified the core value chains of the Ministry. In addition, we worked on the Orphan Management processes to document them and improve the overall journey in addition to the subsidies value chain.
- **Ministry of Justice:** Managed to improve the customer journey and the Judicial Department as well as enhancing the overall performance of The Judge Offices and their operations.
- **Saline Water Conversion Corporation:** Identified the main value chains within SWCC to document all their business processes by building internal capabilities to complete and maintain the project.

CEO

2011 - 2013

Knowledge Developers

Founded and led Knowledge Developers, a pioneering joint venture between King Saud University and the private sector. Strategically guided the company through its initial establishment, focusing on creating innovative educational technologies and solutions. Successfully positioned the venture at the forefront of educational innovation by leveraging collaborative partnerships and leading edge technological integration.

Business Process Management Director
Saudi FDA

2009 - 2011

EDUCATION

Information Systems 2009
King Saud University - Master's

Computer Science 2006
King Saud University - Bachelor

COURSES

Executive Development Program
Wharton School of the University of Pennsylvania

Strategic Decision Making
London School of Economics and Political Science (LSE)

High Performance People Skills for Leaders
London Business School

Leading Professional Service Firms
Harvard Business School

The Innovative Organization
University of California, Berkeley, Haas School

Business Model Innovation
Wharton School of the University of Pennsylvania

Negotiation Skills
Wharton School of the University of Pennsylvania

Advance Design Thinking
IDEO

CERTIFICATES

ESADE Alumni 2024 - Present
ESADE Business School

Change Management 2020
Prosci

Strategic Visioning and Graphic Facilitation
Grove Consulting International

Business Innovation 2022
IDEO U

Advanced Design Thinking 2021
IDEO U

SKILLS

Stakeholder Engagement
Strategic Decision-Making
Innovation & Design Thinking
Customer Experience

Performance Management
Strategic Planning & Execution
Coaching
Leadership

PUBLICATIONS

Questioning BPM? 2016
978-0929652542

I was one of 33 international experts in Business Process Management who participated in this book.

A framework for portal implementation: A case for Saudi organizations 2010
International Journal of Information Management

VOLUNTEERING

VP of Education 2010 - 2017
ABPMP (SAUDI CHAPTER)