

ADRIAN D'CUNHA

HEAD OF IT | CIO & IT DIRECTOR LEADERSHIP | ERP, AUTOMATION & BUSINESS TRANSFORMATION

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EXECUTIVE PROFILE

Enterprise technology leader with 26+ years of ERP transformation, enterprise applications and operational modernization across FMCG, beverage manufacturing and regional hospitality. Head of IT at Mai Dubai, directing a US\$4M+ annual budget and 20-person technology team. Experience with SAP S/4HANA, Microsoft Dynamics, JD Edwards and Oracle E-Business Suite, connecting finance, sales, supply chain, operations and customer channels. Combines commercial ownership, measurable automation results, strategic change delivery and technology risk governance for CIO and IT Director mandates.

EXECUTIVE SCALE AND DOCUMENTED OUTCOMES

- \$4M+ annual IT budget and 20-person team at Mai Dubai; enterprise applications, infrastructure, information security and digital platforms.
- 96 processes digitized and automated across the enterprise; process cycle times reduced by up to 50% as documented by Intelligent CIO (May 2026).
- Led regional technology operations covering 150 restaurant locations across UAE, Bahrain, Kuwait and Qatar.
- Led security and risk governance supporting Mai Dubai's achievement of ISO 27001 certification in 2026.

SELECTED ENTERPRISE TRANSFORMATION LEADERSHIP

- Enterprise ERP: led implementation, modernization and integration programs spanning SAP S/4HANA, Dynamics, JD Edwards and Oracle EBS environments across manufacturing, distribution and hospitality.
- Automation: enabled in-house low-code delivery around core ERP to digitize 96 processes and cut cycle times by up to 50% (independently reported in Intelligent CIO, May 2026).
- Connected digital commerce: led integration of eShop, mobile applications, SAP order flows, field sales and customer operations; digital eCoupons launched May 2026. Exploring API-first / headless-ready modernization.
- Intelligent automation: advanced RPA, Power Automate and Microsoft Copilot / GenAI initiatives as controlled pilots; business outcomes not yet attributed to enterprise-scale AI rollout.
- People platform: supported SAP SuccessFactors core HR go-live (Employee Central, Recruiting, Onboarding and Payroll) in August 2025.

PROFESSIONAL EXPERIENCE

Head of IT | Mai Dubai LLC · *Sep 2019 – Present*

Enterprise technology strategy, application portfolio, infrastructure, vendor ecosystems, cyber risk, and operating continuity for a major FMCG manufacturer.

- Direct \$4M+ technology budget and 20-person multidisciplinary IT team, partnering with executive leadership and functional business owners.
- Directed ERP operations and integrations, connected digital commerce and scalable process automation, tying platform investments to business delivery.
- Advanced information-security governance, supplier accountability, continuity and disaster recovery readiness.

Group IT Manager | YYT Food Corporation LLC · *Jul 2018 – Sep 2019*

Led regional IT operations across four GCC countries and 150 restaurants.

- Coordinated cloud migration and modernization of infrastructure and critical workloads on AWS.
- Standardized digital point-of-sale and operational analytics, aligning technology investments with restaurant business needs.

Head of IT | Emirates Refreshments PSC · *Jul 2010 – Sep 2018*

Owned technology delivery and operations for Jeema and Aquafina beverage businesses.

- Led Microsoft Dynamics ERP and field-sales/e-commerce integration programs linking commercial activity with enterprise processes.
- Developed continuity, IT operating controls and team capabilities supporting daily business operations.

IT Infrastructure Manager | Dubai Refreshments PSC / Pepsi · *2000 – 2010*

Progressed from Systems Coordinator into enterprise infrastructure management.

- Led Oracle E-Business Suite infrastructure, networking and data centre initiatives; recognized with 2007 Network Middle East Award for Best Fixed Network Implementation.

LEADERSHIP AND OPERATING DISCIPLINE

- Enterprise partnership: align executive priorities with ERP roadmaps, cross-functional delivery, adoption and operational change.
- Commercial accountability: manage a US\$4M+ technology budget, partner performance, risk and cost optimization.
- Security and resilience: build governance, continuity and recovery processes around critical enterprise operations.

TECHNOLOGY ENVIRONMENTS AND TRANSFORMATION DOMAINS

Enterprise platforms: SAP S/4HANA, Dynamics, Oracle E-Business Suite, JD Edwards, SAP SuccessFactors, SAP Analytics Cloud. Digital business: order-to-cash integration, e-commerce/mobile commerce, API-first and headless-ready architecture direction, eCoupons, low-code and RPA initiatives. Risk and operations: ISO 27001, AWS/Azure, continuity, hybrid infrastructure, business intelligence.

RECOGNITION AND PUBLICATIONS

- Featured executive interview on enterprise low-code automation and outcomes: Intelligent CIO Middle East, May 2026.
- 2007 Network Middle East Award: Best Fixed Network Implementation (Dubai Refreshments PSC).

ENTERPRISE TECHNOLOGY & LEADERSHIP COMPETENCIES

Enterprise ERP Modernization • Digital Transformation • Executive Stakeholder Management • Operating Models • Technology Budget & Commercial Management • Business Process Automation • Intelligent Automation & RPA • AI Strategy & Copilot Pilots • Digital Commerce • Integration Architecture • Cybersecurity & Resilience • Change Management

EDUCATION & PROFESSIONAL CREDENTIALS

Bachelor of Commerce (Banking & Finance), S.S. Dempo College / Goa University | Diploma in Computer Programming & Application, TATA Unisys | Microsoft MCP / MCSA / MCSE | Project Management training