

# Mohammad Alrefai

## Chief Technology Officer (CTO) — Qul Wa Dal | Founder — Palmyra Technology Ltd

Riyadh, Saudi Arabia | +966 59 995 8969 | mr@palmyra.sa | cic.mrefai@gmail.com | Currently available for consulting

### EXECUTIVE SUMMARY

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Technology and product leader with 15+ years building and operating scalable digital platforms. As CTO of Qul Wa Dal, I lead the platform's technical direction and build digital solutions supporting media publishing, content management, process automation, and workflow optimization across content, design, marketing, and editing teams. Through Palmyra Technology, I lead the development of AI-driven products and platforms spanning automation, cloud and on-premise systems, and Arabic-first user experiences — from idea and requirements analysis to feature design, delivery, testing, and UX refinement. I have led automation initiatives that improved task completion efficiency by 40%, with proven experience managing remote development teams and turning operational needs into practical, scalable technical solutions. MSc in Project Management, University of Houston (2025); International Certified Consultant in Modern Technologies & Systems Development (2025).

### EXPERIENCE

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#### Chief Technology Officer (CTO)

Present

Qul Wa Dal — Digital media platform, Riyadh

- Leading the platform's technical direction and overseeing the entire technology stack.
- Building internal tooling: QWD Publisher (publishing automation), Tasqon (task management), and AI-powered video transcription, analysis, and pre-editing preparation tools.
- Managing social platform integrations (X, TikTok, Instagram, YouTube, Snapchat, Facebook).
- Translating operational needs of content, design, marketing, and editing teams into practical, scalable technical solutions.

#### Founder & Product Lead

Present

Palmyra Technology Ltd — Software company, UK / Saudi Arabia

- Leading the technical and product vision for a portfolio of 20+ SaaS and AI products.
- Building platforms including Helm ERP, i-CV, ReViu, Indexer Workspace, and interactive Arabic voice assistants.
- Owning the full product lifecycle: idea, analysis, feature design, delivery, testing, and iteration.
- Managing remote development teams and hybrid cloud / on-premise infrastructure.

#### Head of IT

08/2023 — Present

Almond Creative Group

- Built the in-house TTS task platform; improved completion efficiency by 40%.
- Developed domain email, GPS attendance, and secure e-forms solutions.
- Managed hosting, security, backups, and business continuity; delivered consulting, API integrations, and DevOps practices.

#### Part-time Technical Consultant

02/2015 — Present

Aarf Riyadh Agency | Huna Alriyadh Magazine

- Consulted on digital transformation, infrastructure, and security; built and operated websites and web services supporting ads and analytics.

#### Technical Expert, Executive Secretary & Advisory Board Member

07/2017 — 05/2024

Badr bin Abdulmohsen Foundation → AlBadir Civilization Arts Co.

- Managed technical and administrative operations and executive support; digital archiving and coordination of meetings and initiatives.

#### Technical Support & E-Content Development

05/2012 — 05/2017

King Saud University — Deanship of E-Learning & Distance Education

- Led digital content support and faculty LMS training; produced e-lessons and user guides; supported accreditation.

## KEY PRODUCTS & PLATFORMS

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- **Helm ERP** — Resource & operations management: HR, attendance, payroll, budgets, permissions, and reporting.
- **QWD Publisher** — Publishing automation and scheduling across 6 social platforms via a cloud dashboard and a local processing agent.
- **Tasqon** — Media task & request management with multi-stage workflows and Kanban boards.
- **EditMate & RAW Analyzer** — AI-powered raw footage analysis, transcription, and editorial suggestions for editing teams.
- **ReViu** — Full Arabic OTT/VOD streaming platform with installer and content management.
- **Alif** — Interactive Arabic voice persona (real-time speech, WebRTC). **Shur+** — decision-support assistant. **Manam** — Arabic dream-journaling platform with visual AI experiences.
- **i-CV** — Bilingual interactive CV platform with ATS-ready PDFs. **Wenak** — geolocation attendance & HR. **Voomo** — smart WhatsApp business agent with tree-based flows and a live control panel. **ARC-O** — media archiving with intelligent search. **Indexer** and **9to5** within the Palmyra portfolio.
- **TTS** — in-house task platform (Almond) that cut turnaround time by 40%. Contests, raffles & payments platform. "Basmat Baladi" Award (Ministry of Housing). Games & AR experiences.

## SKILLS

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**Leadership & Product:** CTO leadership, project management (PMP), SaaS product building, requirements & feature design, remote team management, Arabic-first UX.

**Development:** PHP / Laravel, Node.js, JavaScript, Python, Go, MySQL, REST APIs, Filament.

**AI & Automation:** LLM integration, Whisper transcription, image generation, workflow automation, FFmpeg video processing, AI agents.

**Infrastructure & Security:** Linux, Nginx / Apache / LiteSpeed, DNS / Email, cybersecurity, backups & business continuity, Git / CI-CD, private networking (Tailscale).

## EDUCATION & CERTIFICATIONS

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- MSc in Project Management — University of Houston — 2025.
- International Certified Consultant — Modern Technologies & Systems Development — American University of Science & Technology — 2025.
- BSc in Information Technology & Computing — Arab Open University.
- 35 hours PMP + technical courses (C++, Java, time management, negotiation, digital marketing).

## CONSULTING & SERVICES

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- Technology consulting: digital transformation, information security, infrastructure & hosting selection, performance optimization.
- Custom AI and workflow-automation solutions.
- Phishing simulations to raise security awareness and assess readiness.
- Design and delivery of scalable digital products and interactive games.

## HONORS & RECOGNITION

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- Letters of appreciation from academic and cultural institutions (e.g., Arab Open University).
- Recognition from HRH Prince Abdulaziz bin Talal Al Saud.

## LANGUAGES

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- Arabic: Excellent · English: Very Good