



ABDELJALIL HCHAM

DELIVERY MANAGER / DIGITAL TRANSFORMATION

Enterprise digital delivery, from commercial scoping and capacity planning through Agile execution, run and maintenance.

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15

YEARS IN
DELIVERY

20+

PLATFORMS
DELIVERED

20+

TEAM
LED

95%

TEAM
RETENTION

+35%

SPRINT
VELOCITY

-60%

POST-LAUNCH
DEFECTS

PROFESSIONAL SUMMARY

15 years at Deloitte's Casablanca nearshore centre, moving from Senior Developer to Tech Lead to Manager of Digital Solutions delivery for member firms in Europe, Asia Pacific and the US. I own delivery from commercial scoping and budgets through staffing, capacity planning, Agile execution, run and maintenance, and I hold the relationship with directors and business sponsors myself. Coming from engineering and architecture, I can challenge an estimate instead of accepting it, and explain a trade-off to the people paying for it.

WORK EXPERIENCE

- **Manager, Delivery of Digital Solutions**2020 – Jul 2026

Deloitte · nearshore delivery for Deloitte member firms
ENTERPRISE DIGITAL PLATFORMS · EUROPE, ASIA PACIFIC, US · TEAM OF 20+ · BUDGET AND BILLING-RATE OWNERSHIP

 - **Delivery ownership:** Ran the digital portfolio through demand intake, scoping, estimation, build, release and run. Set the governance cadence with member firm directors and business sponsors, covering sprint reviews, milestone gates and escalation paths.
 - **Commercial:** Owned project budgets, hourly billing rates and commercial scoping across concurrent engagements. I built the estimates and defended them in negotiation, then turned executive requirements into delivery plans with named owners and dates.
 - **Team leadership:** Built and led a cross-functional team of 20+ across development, design and QA, drawn from several member firms. Responsible for recruitment, onboarding, performance reviews and career paths. **95% retention**
 - **Agile and governance:** Restructured Agile and Scrum practice across distributed teams working to European hours, covering backlog hygiene, definition of done and capacity-based sprint commitment. **+35% velocity**
 - **Quality and DevOps:** Established CI/CD pipelines, containerised environments (Docker), RPA (UiPath), and made code review a mandatory delivery gate. **-60% post-launch defects**
 - **Platform delivery:** Directed delivery of large enterprise portals and business applications, spanning content platforms, CRM-connected lead capture and custom web apps (AEM, SharePoint, Salesforce, React, Vue, Laravel). **20+ large platforms on schedule**
 - **AI-assisted delivery:** Led R&D into AI-assisted development tooling, then rolled the parts that proved out into the team's normal workflow. **up to 40% faster launches**
- **Tech Lead and Lead Architect**2016 – 2020

Deloitte
ENGINEERING SQUAD BUILT FROM SCRATCH, SCALED TO 10 · MULTI-REGIONAL RELEASE COORDINATION

 - **Team build-out:** Recruited and structured an engineering squad from zero to 10. Technical workshops and framework training ran continuously, not only at onboarding.
 - **Multi-regional delivery:** Led Agile sprints, code review and CI/CD release workflows across teams in several regions, coordinating handovers and release windows between time zones.
 - **Architecture:** Designed scalable web applications, REST APIs and micro frontend architectures (Laravel, modern PHP, Vue.js, React, SQL), and standardised the stack across projects. **-35% deployment time**
 - **CRM integration:** Built custom web interfaces and lead-capture systems on Salesforce, connecting public web journeys into enterprise CRM pipelines and shortening prospect conversion.
- **Senior Web Developer (Full-Stack)**2013 – 2016

Deloitte
REFERENCE DEVELOPER FOR INTERNATIONAL TEAMS · AEM AND CUSTOM WEB PLATFORMS · API AND DATABASE PERFORMANCE

 - **Full-stack development:** Engineered mission-critical web applications as the reference developer for international teams.
 - **AEM and web solutions:** Delivered scalable platforms on Adobe Experience Manager (AEM), PHP, JavaScript, HTML5 and CSS/Sass.
 - **APIs and databases:** Architected RESTful endpoints and optimised MySQL schemas, securing data-binding workflows and cutting query latency. **-40% page load time**
 - **UI/UX design:** Produced visual assets and wireframes to strengthen usability and user experience.
- **Independent Web Developer and Graphic Designer**2010 – 2012

Freelance / Consultancy
INTERNATIONAL CLIENT BASE · FULL-STACK BUILD AND UI/UX FROM SCOPING TO DEPLOYMENT · DIRECT C-LEVEL ADVISORY

 - **Client delivery:** Architected and engineered custom full-stack web applications for international clients including Magnetism Solutions (Microsoft partner), CareerDubai and the Mohammed VI Foundation, from scoping to deployment (PHP, MySQL, JavaScript, HTML5/ CSS3).
 - **Design and UX:** Delivered complete UI/UX wireframes, visual design systems and full graphic design services.
 - **Advisory:** Worked directly with general management and technical directors, translating business requirements into technical specifications and interfaces.

EDUCATION

MASTER MBDS

University of Nice Sophia Antipolis

MASTER, Engineering and Management

Moroccan School of Engineering Sciences
(EMSI)

Specialized Technician degree

High Institute of Applied Technology (ISTA)

CORE COMPETENCIES

DELIVERY AND PROGRAMME

End-to-end delivery ownership, Agile / Scrum and hybrid delivery governance, multi-workstream and multi-regional planning, capacity planning and resource allocation, risk and dependency management, release and change management, run and application maintenance (TMA), SLA and quality management.

TEAM LEADERSHIP

Recruitment and team build-out, onboarding, performance reviews and career development, technical coaching and up-skilling, cross-functional leadership across development, design and QA, retention and engagement.

COMMERCIAL AND STAKEHOLDER

Stakeholder management to executive level, requirements gathering and functional framing, commercial scoping and estimation, project budgets, hourly billing rates and margin control, pre-sales and RFP support, nearshore and offshore engagement models, key account delivery.

ARCHITECTURE AND TRANSFORMATION

Enterprise solution architecture, application modernisation, integration architecture, API strategy, process automation and RPA, design systems and UX governance.

TECHNICAL SKILLS

CLOUD AND ARCHITECTURE

Solution Architecture, AWS, Azure, Docker, Kubernetes, CI/CD, Salesforce.

ENTERPRISE PLATFORMS

Salesforce, SharePoint, Adobe Experience Manager (AEM).

UI/UX AND PRODUCT DESIGN

Design Systems Governance, UI/UX Strategy, Graphic Design, Wireframing, Figma, Photoshop, Illustrator, Animate, Adobe XD.

FULL-STACK

TypeScript, React.js, Next.js, Node.js, Python, PHP, Laravel, Vue.js, REST and GraphQL APIs, PostgreSQL, MySQL, MongoDB, HTML, CSS, JavaScript.

SECURITY AND TESTING

OWASP Security, OAuth 2.0 / JWT, Automated Testing (Jest, Cypress), Web Performance.

TOOLS AND TECHNOLOGIES

PROJECT AND DELIVERY MANAGEMENT

Jira, Confluence, Trello, Azure DevOps, Microsoft Project, ServiceNow.

REPORTING AND TRACKING

Excel, Google Analytics, Google Tag Manager.

COLLABORATION AND PLANNING

Microsoft 365, Teams, SharePoint, Google Suite, Slack.

ENGINEERING AND AUTOMATION

Git, GitHub, GitLab, Jenkins, Docker, UiPath.

LANGUAGES

French

FLUENT • SPOKEN / WRITTEN

English

FLUENT • SPOKEN / WRITTEN

Arabic

NATIVE

CERTIFICATIONS

UiPath RPA Certified

Professional Scrum Master I

PSM I • IN PROGRESS

REFERENCES

Director, Internal Client Services, Deloitte

Ask about: the client relationship, service quality and how I behave when things get tense.

Head of Digital, Deloitte

Ask about: delivery leadership, architecture trade-offs and keeping commitments under pressure.

Director, Human Resources, Deloitte

Ask about: recruitment, performance reviews, career development and team retention.

Head of Graphic Studio, Deloitte

Ask about: working with design teams and governing a design system over time.

Note: This is a public resume. Complete contact information will be provided during the hiring process.

Want to know more? Read the case studies.

Real delivery work written up in full on my site: abdeljalil.net (what the brief was, what went wrong, and what I would do differently).

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