



CONTACT

EMAIL

sultan@alsubaie.com

LINKEDIN

linkedin.com/in/alsubaie

WEB

sultan.alsubaie.com

LOCATION

Riyadh, Saudi Arabia

EDUCATION

MSc, Advanced Computer Science

The University of Manchester, UK · 2007 – 2008

BSc, Computer Science

Prince Sultan University · 2000 – 2005

CREDENTIALS

PMP

Project Management Institute

ITIL

IT service management

PERSONALITY TYPE

ENTJ

The Commander: strategic and decisive; organizes people and resources around long-range goals.

Sultan Alsubaie

General Manager, Entertainment Technology · stc

EXECUTIVE PROFILE

I am a technology executive with more than 20 years of experience spanning software engineering, enterprise architecture, digital platforms, technology strategy and organizational leadership.

I currently lead Entertainment Technology at stc, with responsibility across engineering, architecture, infrastructure, operations, platform reliability and technology delivery for stc tv and entertainment platforms.

My experience has given me a perspective from both sides of technology leadership. I started by building systems myself, then moved through business analysis, digital channels, technology demand management and enterprise applications before taking broader technology leadership responsibilities.

A recurring theme throughout my career has been building sustainable internal capability. I have established in-house engineering teams, transitioned strategic platforms away from vendor dependency, modernized technology estates and introduced AI and automation to improve efficiency and operational performance.

I focus on the decisions that matter most at technology leadership level: where to build versus buy, how architecture supports business growth, how to develop strong engineering organizations, and how technology investment translates into customer and business value.

SCOPE OF LEADERSHIP

01 Technology Strategy

Turning business priorities into technology roadmaps, investment decisions and executable transformation programs.

03 Architecture & Modernization

Modernizing applications, integrations, infrastructure and platform architecture while managing long-term technology sustainability.

05 Build vs. Buy

Making deliberate decisions on what should remain strategic internal capability and where external platforms or partners create better value.

07 Technology Investment & Vendors

Managing major technology investments, strategic suppliers and vendor performance against business outcomes.

02 Engineering & Digital Platforms

Building teams and platforms capable of supporting high-volume, customer-facing digital services.

04 AI & Automation

Applying AI and automation where they create measurable improvements in engineering, operations, support and customer experience.

06 Technology Operations & Reliability

Designing for availability, scalability, service continuity and operational readiness rather than treating operations as an afterthought.

08 Organization & Talent

Building high-performing internal teams, developing Saudi technical capability and creating long-term organizational ownership.

EXPERIENCE

■ General Manager, Entertainment Technology

Nov 2025 – present

stc

- ◆ Defining and executing the technology strategy for entertainment and digital platforms.
- ◆ Modernizing applications, cloud and on-premise infrastructure, integrations and streaming.
- ◆ Driving scale and reliability on high-volume platforms, including a major platform migration.
- ◆ Leading AI and automation adoption across engineering, operations, support and customer features.
- ◆ Building in-house engineering capability for long-term platform ownership.

HOW I LEAD

Business before technology

Technology decisions should start with the business problem, customer need or strategic objective, not with the tool.

Build where ownership matters

Not everything should be built internally. But capabilities that differentiate the business or create strategic dependency deserve deliberate ownership.

Architecture is a business decision

Architecture determines cost, speed, resilience and future flexibility. It should be treated as a leadership decision, not simply a technical one.

Build teams that can operate without you

Strong technology organizations depend on capable leaders and engineers, not permanent escalation to one individual.

Stay close enough to the technology

My role has changed significantly since writing software, but technical understanding still matters when challenging architecture, evaluating platforms and making investment decisions.

Simplify before you scale

Every system, vendor and integration carries a long-term cost. Retiring what no longer adds value matters as much as building what's next, because complexity is what slows organizations down.

RECOGNITION

Middle East Technology Excellence Award

Qwik sales platform, channels by stc · 2022

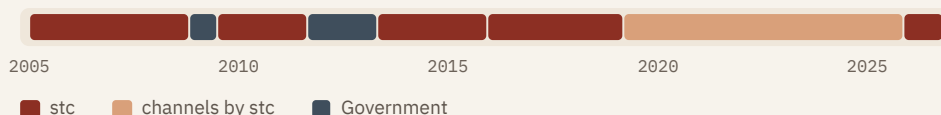
INDUSTRIES

Telecom

Entertainment & streaming

Government

CAREER AT A GLANCE



EXPERIENCE, CONTINUED

General Manager, Business Applications

Mar 2019 – Nov 2025

channels by stc

Technology strategy and delivery for stc's sales applications.

- ◆ Built and led an in-house development team, reducing reliance on external vendors.
- ◆ Moved critical enterprise solutions from vendor-managed to in-house platforms: significant cost savings and faster deployment.
- ◆ Designed AI-powered process automation that cut operational workload.
- ◆ Led Qwik, winner of the Middle East Technology Excellence Award 2022.
- ◆ Managed multi-million SAR technology budgets.

Director, Consumer Demand Management

Dec 2015 – Dec 2018

stc

The primary IT interface for every project from stc's Consumer sector, guiding strategy, architecture and delivery of large transformation programs.

- ◆ Directed enterprise solution blueprints aligned with business goals and architecture standards.
- ◆ Helped set IT vision and strategy for stc's long-term transformation.
- ◆ Led the adoption of Agile delivery.

Section Manager, eServices Demand Management

May 2013 – Dec 2015

stc

Customer-facing digital channels: the stc portal, MySTC portal and app, and the internal portal.

- ◆ Kept platforms stable, secure and scalable for millions of users.
- ◆ Introduced continuous improvement to speed up releases and reduce downtime.

Project Manager

Aug 2011 – Apr 2013

Ministry of Foreign Affairs

- ◆ E-services for Protocol and Security Affairs; in-house applications that replaced manual processes.
- ◆ Led RFP preparation and vendor evaluation for outsourced development.

Senior Business Analyst

Jun 2009 – Aug 2011

stc

- ◆ IT solutions for mobile services, integrating enterprise applications with core network elements.

Senior Business Analyst

Oct 2008 – Jun 2009

Ministry of Education

- ◆ IT solutions for the Ministry's portal and e-services; RFPs and vendor evaluation.

Programmer

Dec 2005 – Jul 2007

stc

- ◆ Mediation systems for GSM and landline billing on UNIX.