

Nemanja Stankovic

Technology & Digital Transformation Executive

Digital Platforms | Customer Experience | Ecommerce | Artificial Intelligence Adoption | GCC, UK & Europe
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Professional Summary

Technology and digital transformation executive with 20+ years in technology, including 15+ years leading engineering, architecture, digital platforms, ecommerce, and customer experience transformation across the GCC, UK, and Europe. Combines executive ownership of technology roadmaps, platform decisions, vendor governance, delivery risk, and budget accountability with full-stack technical depth.

Career record spans commercial improvement, regulated financial-services transformation, public-sector platform delivery, regional ecommerce operations, distributed engineering leadership, and founder-led consulting. Trusted by founders, boards, and senior leadership teams to modernise technology without disrupting operations, with clear governance and measurable business outcomes.

Full-stack development background and Umbraco Certified Master credentials provide hands-on technical credibility beneath the executive leadership layer.

Core Skills

Technology Strategy; Digital Transformation; Digital Platform Modernisation; Customer Experience & Conversion Optimisation; Ecommerce Strategy; Product Strategy; Artificial Intelligence Adoption; Data Analytics & Experimentation; Cloud Strategy; Enterprise Architecture; Technology Governance; Vendor & Partner Management; Stakeholder Management; Change Management; Team & Budget Leadership

Professional Experience

Founder & Consulting CTO; Sep 2023 - Present; Improve CX · Dubai, UAE

Company context: Improve CX is a Dubai-based founder-led advisory and delivery practice established after the oomph agency period to help leadership teams improve digital platforms, customer journeys, measurement, ecommerce capability, and practical technology adoption.

Role mandate: Operate as consulting CTO and transformation adviser across independent consulting, interim executive mandates, contract engagements, and selected advisory work, with clear governance, confidentiality, and conflict controls.

Key achievements

- **Founded and built Improve CX as a structured executive consulting practice, creating a natural transition from employed CTO / Managing Director leadership into independent technology, customer experience, and digital transformation advisory.**
- **Built client advisory models connecting customer journeys, data quality, event tracking, reporting, platform capability, experimentation, and commercial targets into practical roadmaps for founders and senior leadership teams.**

Scope and leadership

- Advise on platform choices, vendor decisions, technology roadmaps, measurement standards, and realistic sequencing for customer-facing technology change.
- Define event tracking standards, dashboard structures, data quality controls, success criteria, and experimentation governance for leadership decision-making.
- Apply segmentation, predictive modelling, and language-based artificial intelligence use cases to propensity, churn risk, lifetime value, service workflows, and content operations.
- Lead selected platform and delivery work across web, ecommerce, cloud, and service-channel environments where hands-on technical oversight is required.

CTO / Managing Director; Jun 2016 - Sep 2023; oomph agency · Dubai, UAE / Abergavenny, UK

Company context: UK-based customer experience advisory and digital development agency delivering digital platforms, ecommerce, content management, and transformation programmes across the GCC, UK, and Europe.

Role mandate: Owned technology strategy, architecture, delivery oversight, vendor governance, and executive advisory across a multi-region client portfolio.

Key achievements

- **Delivered a 21% conversion uplift for musicMagpie, directly supporting a GBP 150M annual revenue business.**
- **Led digital transformation for Police Mutual in a regulated financial-services environment, improving digital journeys and service efficiency under FCA governance.**

Scope and leadership

- Built outcome-driven roadmaps tied to conversion, retention, cost-to-serve, platform resilience, measurement quality, and leadership decision-making.

- Led applied machine learning initiatives across segmentation, churn prediction, and search and recommendation improvement, with production monitoring and business controls.
- Managed vendors, architecture decisions, and cross-functional teams across public-sector, financial-services, ecommerce, and sustainability-related programmes.

Head of Digital; Sep 2017 - Aug 2019; Samma3a (Smart Audio Electronics) · Dubai, UAE

Company context: GCC ecommerce platform for headphones, portable audio, and consumer electronics, combining specialist editorial content, premium brands, and multi-market online sales.

Role mandate: Owned the digital platform and customer journey for a multi-country, multi-currency, bilingual ecommerce operation across the United Arab Emirates, Saudi Arabia, Kuwait, Qatar, and Oman.

Key achievements

- **Ran and scaled a localised ecommerce platform across five GCC markets, covering country-specific storefronts, currencies, pricing, payment methods, and customer journeys.**
- **Unified content and commerce into a single platform strategy, using editorial authority as the primary organic acquisition engine and reducing dependence on paid acquisition.**

Scope and leadership

- Managed catalogue management, search and discovery, checkout performance, platform scalability, and localisation integrity across active markets.
- Coordinated the digital roadmap and vendor relationships across 20+ premium audio and electronics brands.

Projects Director; Jan 2017 - Sep 2017; Traffic Digital (The Collective) · Dubai, UAE

Company context: Dubai-based integrated digital agency delivering technology, marketing, content production, and flagship platform programmes for regional and international clients.

Role mandate: Led agency-wide delivery, with accountability for development, marketing, content production, resourcing, delivery governance, vendor management, and client reporting.

Key achievements

- **Delivered the first version of the Louvre Abu Dhabi digital platform, an AED 2.5M+ public-sector flagship project requiring institutional stakeholder governance and multi-language content architecture.**
- **Directed a distributed engineering team of 50+ developers in Karachi, managing cross-timezone delivery, resource allocation, technical standards, and concurrent builds.**

Scope and leadership

- Owned vendor and partner management across the technology supply chain, including contract negotiation, service level agreements, third-party delivery standards, and client reporting.
- Established delivery governance frameworks including milestone tracking, risk escalation, and consistent reporting across a growing project portfolio.

Earlier Career - Technical Leadership & Agency Ownership; Various Companies; 2001 - 2016; Dubai, UAE - Belgrade, Serbia

Career context: Progressed from web developer and senior developer into technical leadership and agency ownership, building the hands-on technology foundation behind later executive digital, platform, and transformation leadership.

Key achievements

- **Founded and ran Inardesco, a boutique digital agency serving startups and small to medium-sized businesses across Serbia and Europe, using a flexible vendor-based delivery model of 3-5 specialists per project.**
- **Led development teams at Indivirtual Dubai before the agency was rebranded to Revonic and later acquired by Valtech MENA.**

Advisory, Education & Credentials

- **Vice Chair, Serbian Business Council** - technology strategy, digital investment, and Europe-Middle East market-entry advisory.
- **GCC governance and regulatory exposure** - data protection, cloud hosting and data residency, artificial intelligence adoption, cybersecurity controls, localisation obligations, and regulated financial-services delivery.
- **Education** - BSc Information Technologies, University of Belgrade, Serbia, 2004.
- **Certifications** - PRINCE2 Practitioner; Umbraco Certified Master; Umbraco Cloud Developer; Umbraco / uCommerce Certified Developer.
- **Languages** - Serbian native; English fluent; Russian elementary; German elementary.