Amr Horanieh

عمرو حورانيه

Senior Director · Gaming & Esports, Digital Innovation, Product Strategy and Commercial Growth

Riyadh, Saudi Arabia · amr_horanieh@hotmail.com · linkedin.com/in/amrhoranieh · amrhoranieh.com

Executive *summary*

Senior digital business, product and transformation executive with 14+ years across gaming and esports, telecom, digital products, fintech and enterprise technology in Saudi Arabia. As Gaming Director at stc group, owns the gaming P&L and budgets exceeding SAR 50M; previously built and led stc play's organisation of up to 30 direct and 50 indirect resources. Track record in P&L management, product portfolio strategy, revenue growth, operating model design and large-scale transformation, combining strategic thinking with hands-on execution across product, go-to-market, partnerships, analytics and governance.

4.5×	3	1.5M	SAR 30M+
Gaming revenue growth stc group	National firsts in gaming events Challenge Arena	Users in year one stc play	Telecom cost savings Samba

Core *competencies*

- P&L and Profitability Management
- Commercial Strategy and Monetisation
- Operating Model Design
- Go-to-Market Strategy
- Data and Performance Analytics
- Product Portfolio and Revenue Growth
- Gaming and Esports Ecosystems
- Risk Management and Governance
- Strategic and Ecosystem Partnerships
- Executive Stakeholder Management
- Digital and Product Strategy
- Digital Transformation
- Budget and Vendor Management
- Customer Retention and ARPU Growth
- Team and Organisational Leadership

Selected *achievements*

- Own the full P&L for stc group's gaming vertical: revenue, budgets exceeding SAR 50M, profitability, commercial risk and strategic growth.
- Delivered 4.5× growth in gaming revenues across stc group's gaming P&L within the first year of running it, and supported 19% growth in gaming-device revenues.
- Scaled stc play from launch to 1.5M users in its first year and 800K peak monthly active users, raised ARPU by 20%, and cut marketing spend by SAR 12M+ a year while campaigns performed better.
- Co-founded Challenge Arena, designed and delivered the Kingdom's first three government-backed gaming events, the first official publisher events in MENA, and founded the region's first esports broadcast studio.

Professional *experience*

Gaming Director · stc group — Jan 2025 – Present

- Own end-to-end P&L, profitability, budget, commercial risk, product and service portfolio, partnerships, customer propositions, marketing communications and strategic execution for the group gaming vertical.
- Lead the group-wide gaming strategy across infrastructure, hosting, core telecom, direct carrier billing, value-added services, devices, growth programmes and strategic projects.
- Delivered 4.5× growth in gaming revenues through portfolio optimisation, gaming packages, direct carrier billing and category-focused commercial execution; supported 19% growth in gaming-device revenues and 12% growth in the gaming customer segment.
- Lead cross-functional delivery across product, marketing, operations, customer care, data, analytics and third-party partners.
- Led stc's strategic partnership and sponsorship of the first Esports World Cup in Riyadh; present strategy, portfolio performance, risks and opportunities to the Group CEO, chiefs, vice presidents and public-sector stakeholders.

Acting Operations Director, stc play · stc group — Jun 2024 – Dec 2024 · *Concurrent assignment*

- Led platform operations across product delivery, customer care, service performance, operational risk and KPI governance during a critical operating phase.
- Managed cross-functional delivery across internal teams and third-party and offshore resources, improving service quality, accountability and issue resolution.

Product and Marketing Director, stc play · stc group — May 2021 – Dec 2024

- Owned product strategy, portfolio roadmap, marketing, go-to-market, customer proposition, engagement, monetisation and performance management for stc's gaming platform and related services.
- Scaled the platform from launch to 1.5M users in its first year and 800K peak monthly active users, improved ARPU by 20%, and delivered SAR 12M+ in annual marketing savings while improving campaign performance.
- Brought cloud gaming to stc customers on 5G, made stc play strategic partner of Gamers8, and won six SMARTIES marketing awards on a marketing technology stack built in-house.
- Introduced a digital-factory product methodology, rebuilt the platform's architecture, technology stack and vendor model, built the product, marketing communications and data teams from zero, and led an organisation of up to 30 direct and 50 indirect resources.

Head of Product Development; Head of Solutions & Consultancy Services · Bayan Credit Bureau — Dec 2019 – Mar 2021

- Rebuilt the credit-reporting system in-house, cutting reliance on a third-party white-label platform from 100% to under 50%, and introduced the Kingdom's first B2B report: opt-in data sharing as a new product and revenue stream.
- Launched Monshati360 with Monsha'at, the national platform for assessing small and medium businesses, and automated credit-risk scoring for contractors on the Balady platform with S&P.
- Established a consultancy and services line that gave the bureau revenue beyond its legacy core product.

Co-Founder; Head of Creative, Esports Operations and Business Development · Challenge Arena — Apr 2014 – Oct 2022

- Built one of Saudi Arabia's earliest gaming and esports ventures from zero, owning strategy, product and service design, commercial pipeline, partnerships, operations, events and broadcast.
- Designed and delivered the Kingdom's first three government-backed gaming events, the first official publisher events in MENA, and designed and built the region's first esports broadcast studio.
- Partnered with seven global game publishers on Saudi events, created 240+ jobs across events, production and broadcast, and contributed to the early setup, strategy and operations of the Saudi Esports Federation.

Voice and Multimedia Network Manager · Samba Financial Group — Jun 2014 – May 2018

- Led enterprise telecom, collaboration and digital-workplace transformation across headquarters, branches, ATMs and critical sites, at 99.9999% network uptime.
- Delivered six bank-wide transformation projects: the HQ tower's complete multimedia infrastructure with Foster + Partners, a contact centre rebuilt from legacy PBX to a fully digital omnichannel operation, enterprise IP telephony, group-wide MDM, live FX digital signage in every branch, and enterprise process digitalisation.
- Generated SAR 30M+ in telecom cost savings through vendor consolidation, RFPs, commercial negotiation, contract management and service redesign.

GRP Project Manager · Advanced Operations Technology — Mar 2012 – Apr 2014

- Delivered seven successful ERP implementations for enterprise and public-sector clients, from requirements and planning to delivery governance and quality management.
- Delivered four archiving and digitisation projects, and wider digitalisation work, across multiple government entities.

Advisory *experience*

Independent Strategy Advisor · Saudi and international organisations — Mar 2018 – 2024

- Strategy support on digital products, telecom propositions, gaming, market entry, ecosystem development and commercial growth for the Ministry of Sports, the General Entertainment Authority, stc, Mobily, ESL and Tencent Games, directly and through Bain & Company, Roland Berger, Accenture and CAA Portas.

Product and UX Consultant · KAFU Games — Apr 2019 – May 2021

- Led product strategy, user experience, roadmap and business-development support for Saudi Arabia's first esports platform.

Education

Executive MBA, First Honors · Prince Mohammed Bin Salman College of Business and Entrepreneurship (MBSC) — 2024

BSc Information Systems · Prince Sultan University (PSU) — 2013

Awards and *recognition*

- Eight consecutive first-place Platinum Operator CST Game Mode awards for stc, including the highest score in the award's history.
- Six SMARTIES Marketing Excellence awards for marketing effectiveness and commercial impact.

Languages

Arabic (native) · English (native)