



INTERIM & FRACTIONAL SERVICES

Make your strategy move.

I help leadership teams close the gap between strategy and execution across transformation, AI adoption, governance, and delivery. Bring me in when the roadmap exists, but the rhythm, ownership, adoption, or commercial control is not yet holding.

20+

years across UAE / GCC
digital, operations,
delivery, and technology

SAR 60M

regional account PMO
governance at a leading
communications firm

30%

margin achieved while
leading the Digital
department at Create

AI

readiness, rollout,
workflow adoption, UAT,
and governance

Four ways to close the execution gap.

These are designed as fast-start mandates: specific enough to approve quickly, senior enough to stabilize the work, and practical enough to leave the team with a rhythm they can keep running.

01	AI Readiness & Workflow Audit
Best for: teams trying to turn AI interest into practical adoption.	
TIMELINE	2 weeks
OUTCOME	Opportunity map, adoption risks, governance gaps, and a 30/60/90 day activation plan.
PROOF	Led firm-wide AI readiness at IP Excellera and the Middle East rollout of AI advisory tools for a global communications firm.

02	Transformation Operating Rhythm Sprint
Best for: initiatives that need governance, decision speed, and accountability.	
TIMELINE	3-4 weeks
OUTCOME	Operating cadence, owner map, RAID/dependency model, executive reporting, and decision rhythm.
PROOF	Successfully transitioned the digital department into a digital experiences department while achieving a 30% margin.

03	Commercial / PMO Rescue Sprint
Best for: consulting, advisory, agency, or transformation teams with margin leakage or delivery risk.	
TIMELINE	2-4 weeks
OUTCOME	Margin and resourcing review, delivery recovery plan, pricing controls, and proposal governance.
PROOF	Established PMO governance, financial controls, resourcing models, and executive reporting for a USD 15.9M regional account.

04	Fractional Transformation Director
Best for: companies that need senior execution leadership before or instead of a permanent hire.	
TIMELINE	1-3 days per week for 8-12 weeks
OUTCOME	Embedded leadership across transformation, AI adoption, PMO, operating model, delivery, or commercial operations.
PROOF	Digital Transformation Director, Chief of Staff, Commercial & Operations Director, PMP, MSc Information Systems.

**Built for leaders who need
movement now**

Sunshine Taboada