



**Mr Raed Haddad**

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Raed Haddad serves as a managing director of TwentyEighty Strategy Execution (formerly ESI International) for the Asia-Pacific Region. He delivers on TwentyEighty strategy Execution APAC's strategic plan by effectively serving clients in the region and increases the Company's presence in the markets. Mr. Haddad's more than 25 years of project management expertise across a range of industries including healthcare, technology, government, telecommunications and financial services has brought a lot of insights to the Company's clients especially in how organisations can leverage project management for strategic advantages.

## Synopsis:

### ***The Next Gen PMO: Aligning Your Organisation to Execute Its Strategy***

Today's dynamic, technology-infused world offers limitless opportunities for bringing new ideas to market. But the most forward-thinking leaders with clear strategic visions typically fail to see their visions executed successfully. As a strategic enabler of the organization PMO's increasingly struggle to effectively identify, resource and manage the set of programs and projects that compromise the strategy. Unsurprisingly, even the smartest strategies are set up to fail. In a recent report, PMI's Pulse of the Profession, 88 percent of executives agreed on the importance of strategy. However, a lack of alignment between projects and organizational strategy led to failure 44 percent of the time. Where does PMO go from here? Based on cutting-edge research and business best practices, this presentation will present a framework for strategic execution that helps PMO leaders to continuously identify and align the right projects and do these projects right.