

SERVICE 01 OF 06 · SKA GLOBAL PARTNERS

# Digital Transformation Leadership

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Embedded programme leadership from someone who has delivered it before.

Service 01 · Principal-led

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# The Challenge

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Most digital transformation programmes fail not because of technology, but because of leadership. The strategy exists. The budget is approved. The technology is available. What is missing is a senior leader who has personally delivered transformation at scale — and is willing to be accountable for doing it again.

## Signs you need this

Your transformation has been running for 18+ months without a clear delivery milestone

Significant budget has been spent but little is in production

Your board is asking for accountability and no one can provide it

You are between CDO or CTO leaders and need experienced cover

Your technology and business functions have different definitions of what transformation means

Your vendors are over-delivering on promises and under-delivering on outcomes

# Our Approach

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## Diagnostic — Weeks 1–3

An honest read of where the programme actually is: what has been delivered, what is at risk, what is blocking progress, and what the organisation's real appetite for change is. Structured interviews, document review, and a written findings report presented to your executive team.

- Current state assessment across technology, delivery, and governance
  - Vendor and contract review
  - Written findings with prioritised recommendations
  - Executive presentation with full rationale
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## Programme Reset or Establishment — Month 1–2

Clarify scope, governance, and delivery accountability. Align leadership on what success looks like and what it requires. Rebuild confidence with the teams doing the work.

- Revised programme scope and sequencing
  - Governance model with clear decision rights
  - Vendor accountability framework
  - Executive reporting cadence established
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## Embedded Delivery — Ongoing

Principal-led programme governance with regular executive reporting. Hands-on involvement in the decisions that matter.

- Weekly delivery governance
  - Executive-level reporting aligned to board cadence
  - Vendor performance management
  - Capability transfer to internal teams throughout
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# What You Get

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Every engagement produces documented, actionable outputs — not presentations that sit in a drawer. Below are the standard deliverables for this service. Exact scope is agreed during the Diagnostic Assessment.

- 0  
1 Diagnostic Assessment report with prioritised findings
- 0  
2 Programme governance model and decision rights framework
- 0  
3 Revised delivery roadmap with honest timelines
- 0  
4 Vendor accountability scorecard
- 0  
5 Regular executive reporting (weekly/monthly)
- 0  
6 Knowledge transfer plan ensuring internal capability at engagement close

# Delivered, Not Just Advised

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As Chief Digital Officer at Arab Bank from 2017 to 2026, Senthil led the complete digital transformation of one of the Arab world's most established financial institutions — from digital banking platform launch (Reflect, built in nine months) to establishing a Global Capability Centre in India (ACABES) from scratch. The transformation reshaped the bank's technology organisation, product suite, and delivery capacity over a decade.

## Specific outcomes:

Reflect — full digital banking platform delivered in nine months

Arabi Next — flagship mobile app serving millions of customers

ACABES — Global Capability Centre in India, established from scratch

AI-native engineering practices adopted across the technology organisation

Digital onboarding and loyalty engine deployed across multiple markets

"Senthil not only provided expertise in designing, developing, and leading the solution — he acted as the sole primary subject matter expert throughout the engagement. I highly recommend Senthil when a level of creativity and ambiguity exists." — Rob Suba, CTO · former client, Cardinal Health "The digital impact has been huge. Many banks around us envy us for what we built." — Senior Executive · Arab Bank Full client references available at [linkedin.com/in/senthilparameswaran](https://www.linkedin.com/in/senthilparameswaran)

# Engagement Models

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Engagements are sized to fit the problem, not a standard contract. Every engagement begins with a Diagnostic Assessment to confirm the right model before any commitment is made.

## Interim CDO / CTO

Full-time or near-full-time embedded leadership during a critical phase or leadership gap. Typically 6–18 months.

## Transformation Programme Lead

Principal governance and delivery accountability alongside your existing leadership team. Typically 6–24 months.

## Executive Advisor

Monthly retainer with direct access to senior guidance — for CEOs and boards who need a trusted sounding board with operational depth. Ongoing.

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## About Senthil Parameswaran

Senthil is the Principal Consultant at SKA Global Partners and former Chief Digital Officer at Arab Bank (2017–2026). He has 25 years of delivery experience across Singapore, the United States, New Zealand, the Netherlands, the UK, and Jordan.

Every engagement is led personally by Senthil. There are no junior analysts, no sub-contracted teams, and no pre-packaged frameworks applied before understanding your situation.

To start a conversation, send an email with a brief description of your organisation and what you are trying to accomplish. [skaglobalpartners.com](mailto:skaglobalpartners.com) · [linkedin.com/in/senthilparameswaran](https://www.linkedin.com/in/senthilparameswaran)