

Hayder H. Maala

Digital Transformation & E-Payment Leadership

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PROFESSIONAL SUMMARY

Hayder H. Maala is a commercially driven **Country Manager and digital transformation leader** whose work sits at the intersection of **payments, financial technology, commercial strategy, and institutional execution**. Across more than thirteen years of progressive experience, he has built a career focused on turning complex technology and payment solutions into commercially viable, operationally sustainable, and institutionally aligned outcomes. In his current role with **S2M**, he leads the company's business growth and market development in Iraq, strengthening relationships across the banking, payments, fintech, regulatory, and broader financial ecosystem while driving strategic opportunities, partnerships, and long-term market positioning. He combines commercial leadership, enterprise and B2G engagement, strategic partnerships, bid and contract management, and digital transformation expertise, connecting what is technically deliverable with what is commercially sound and strategically relevant to the market. He works fluently in Arabic and English across executive, technical, commercial, financial, and public-sector audiences.

CORE EXPERTISE

Government ICT & Public-Sector Engagement - Commercial Strategy & Bid Management - Enterprise SaaS, Cloud & Managed IT - Investment & Business Development

PROFESSIONAL EXPERIENCE

Country Manager

Aug-2026

S2M - Baghdad, Iraq

Leading S2M's business, commercial growth, strategic partnerships, and country operations in Iraq, with a focus on expanding the company's presence across the payments and financial technology ecosystem.

- Driving S2M's market expansion and long-term growth strategy in Iraq.
- Leading business development across banking, payments, fintech, government, telecom, and other strategic sectors.
- Building and managing relationships with banks, financial institutions, PSPs, fintechs, regulators, partners, and key stakeholders.
- Developing the commercial pipeline and leading strategic opportunities from market engagement through negotiation and closure.
- Representing S2M in Iraq and strengthening its institutional and market positioning.
- Coordinating with S2M headquarters across sales, delivery, operations, support, and customer engagement.
- Supporting the expansion of S2M's payment processing, SaaS, and PaaS capabilities in the Iraqi market.
- Developing strategic partnerships and identifying new business and investment opportunities.
- Supporting the development of the Iraq organization, local capabilities, and operational readiness.
- Contributing to S2M's long-term vision and sustainable growth in Iraq.

Sales & Bidding Manager

May 2024 - Aug-2026

TTECH (EarthLink Group) - Baghdad, Iraq

Governing the end-to-end lifecycle of high-value government and enterprise ICT bids - from win strategy through commercial modeling to signature.

- Lifted bid win-rate by 35% across high-value government & enterprise ICT bidding.

Investment Manager - Business Development

Nov 2023 - May 2024

EarthLink Group - TTECH - Baghdad, Iraq

Identifying investment opportunities and structuring commercial expansion across Iraq's evolving digital economy.

- Built a multi-million-USD commercial pipeline.

IT Client Solutions Manager

Jun 2023 - Nov 2023

EarthLink Group - Baghdad, Iraq

Translating cloud, connectivity and managed IT into structured, revenue-generating enterprise solutions.

- Improved client satisfaction by 25%.

Individual Contractor - Partnerships & Outreach

Jul 2021 - Apr 2022

UNITAR - Online / Iraq

Partnerships and outreach for a United Nations training and development institute.

- Expanded global-conference reach by 50%.
- Grew cross-sector collaborations by 30%.

IT Help Desk Section Head

Jun 2021 - Jun 2023

EarthLink Group - Baghdad, Iraq

Leading help desk and support operations with digital service-management tooling and escalation governance.

- Reduced support cost by 15%.

IT Supervisor

May 2012 - Jul 2021

BEECABLE Telecom - Baghdad, Iraq

Telecom IT operations, infrastructure, security and IT governance - the disciplined bedrock of a career.

- Reduced security incidents by 35% through network upgrades and enhanced security architecture.

EDUCATION

MSc Computer Science

2019

Al-Nahrain University - Computer Science

Advanced computer science, grounding the research foundation in cloud computing and performance engineering. Baghdad, Iraq.

BSc Software Engineering

2010

Al-Rafedain University College - Software Engineering

The engineering base underpinning a career built on delivering complex digital systems. Baghdad, Iraq.

Professional Diploma in Public Policy & Leadership

2023

American University of Sharjah - Public Policy & Leadership

Public policy and leadership education bridging technology with institutional decision-making. UAE.

Executive MBA (EMBA)

2022

Quantic School of Business & Technology - Business Administration

Advanced management education connecting technology leadership with commercial strategy. Washington DC.

Project Management Diploma

2019

UNITAR - Project Management

Structured delivery discipline for managing programs to successful outcomes. Japan.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

OKR Foundation OKR Institute - 2023

Leadership Tips, Tactics & Advice PMI - 2021

Building Business Model Stanford University - 2020

Cultivating the Entrepreneurship Mindset Stanford University - 2020

Empathize & Prototype: Design Thinking Stanford University - 2020

Decision Making: Choosing the Right Problem University of Leeds - 2020

Introduction to Business Management King's College London - 2020

Introduction to Cloud Computing MK-Net - 2019

Iraq Fellowship Program: Leadership & Entrepreneurship UNITAR - 2019

Innovation for Development UNDP - 2018

How to Start Your Startup Zain Iraq - 2018

PUBLICATIONS & RESEARCH

Cluster Trace Analysis for Performance Enhancement in Cloud Computing Environments

Journal of Theoretical and Applied Information Technology - April 2019

Peer-reviewed publication on cloud computing, workload trace analysis and performance enhancement across cloud computing environments.