

TAYMOOR FOULADI

DIRECTOR | AI TRANSFORMATION | DIGITAL PRODUCT | CUSTOMER EXPERIENCE



Taymoor Fouladi Portfolio
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KEY ACHIEVEMENTS

- Directed enterprise AI adoption initiatives impacting 40,000+ employees across Rakuten global business units.
- Supported AI enablement programmes achieving high employee engagement and training participation across multiple business functions.
- Led digital transformation and customer experience optimisation initiatives across Rakuten, adidas, and Esprit.
- Managed £1M+ digital platform investment across 9+ international retail websites and omnichannel commerce initiatives.
- Contributed to global digital commerce ecosystems serving millions of users across web, mobile, and retail experiences.
- Built a rare cross-disciplinary leadership profile spanning UX, engineering, product, operations, and enterprise AI transformation.

PROFESSIONAL SUMMARY

Senior digital and product leader with 20+ years of experience delivering enterprise-scale digital transformation, AI adoption, customer experience optimisation, and omnichannel product strategy across global organisations including Rakuten, adidas, Esprit, Harrods, Net-a-Porter, MR PORTER, and Value Retail.

Bringing a rare full-stack perspective across UX, UI development, digital experience, operations, and product leadership, I bridge creativity, technology, and business strategy to deliver scalable digital ecosystems, operational efficiency, organisational scalability, commercial growth, and high-performing customer experiences.

Trusted senior leader with a track record of aligning executive stakeholders, product, engineering, UX, marketing, and operations teams to deliver complex transformation initiatives at global scale.

EXPERIENCE

RAKUTEN Tokyo | 2024 - Present

SENIOR PROJECT MANAGER (PRODUCT & PROJECT OPERATIONS)

- Scope:** Enterprise AI enablement, governance, communications, training and adoption across 40,000+ employees.
- Directed enterprise-wide AI adoption initiatives across Rakuten global business units, driving AI literacy, operational transformation, and employee engagement across 40,000+ employees primarily across Japan, contributing to a 60%+ increase in internal AI platform engagement and training participation.
- Led the strategy, design, and rollout of mandatory company-wide AI training programmes, achieving 85%+ completion rates across multiple business functions within the first rollout phases.
- Spearheaded the Global Rakuten AI Portal, creating a centralised destination for AI tools, communications, governance, training, and innovation initiatives, supporting thousands of monthly employee interactions across the organisation.
- Partnered with senior leadership, engineering, product, and operational stakeholders to accelerate enterprise AI transformation and long-term organisational change.
- Key Impact:** Established foundational AI enablement infrastructure supporting enterprise-wide AI adoption, employee education, and operational transformation at scale.

ESPRIT Amsterdam | 2023 - 2024

DIGITAL EXPERIENCE PROJECTS DIRECTOR EMEA

- Directed company-wide digital transformation initiatives focused on customer experience optimisation, commercial performance, operational alignment, and omnichannel platform enhancement across the EMEA business.
- Established digital governance frameworks aligning executive stakeholders, business priorities, delivery teams, and transformation roadmaps.
- Built scalable PMO structures improving operational efficiency, cross-functional collaboration, and project delivery maturity, reducing workflow bottlenecks and improving delivery visibility across multiple digital initiatives.
- Helped accelerate digital decision-making and stakeholder alignment across regional teams spanning ecommerce, marketing, and customer experience operations.

SKILLS

- Enterprise Transformation
- Digital Governance
- Organisational Change
- AI Enablement Strategy
- Executive Stakeholder Alignment
- Operational Scalability
- Product Strategy & Leadership
- AI Adoption & Digital Transformation
- Customer Experience (CX)
- & UX Strategy
- Omnichannel Commerce
- Cross-Functional Team Leadership
- Agile Product Delivery
- Stakeholder & Executive Management
- Design Operations
- Data-Driven Decision Making
- AI Tools & Workflow Optimisation

EXPERIENCE

ADIDAS Amsterdam | 2022- 2023

SENIOR GLOBAL PRODUCT MANAGER & DESIGN OPERATIONS LEAD - DIGITAL INNOVATION

- Directed global digital experience strategy across the CONFIRMED app and adidas omnichannel commerce ecosystems, driving seamless customer journeys across mobile, ecommerce, and retail platforms.
- Led the ID2.0 initiative, introducing data-driven personalisation strategies that contributed to measurable improvements in engagement, retention, and digital experience consistency across adidas commerce ecosystems.
- Partnered with global marketing, engineering, analytics, and UX leadership teams to shape digital experience strategy across adidas commerce platforms.
- Supported global-scale digital commerce experiences serving millions of users across web, mobile, and retail touchpoints.

ADIDAS Amsterdam | 2022- 2023

SENIOR PROJECT MANAGER TO VP DIGITAL EXPERIENCE DESIGN HEAD OFFICE

- Partnered directly with VP-level leadership to establish structure, operational maturity, and scalable governance across the global Experience Design organisation.
- Built PMO frameworks, operational tooling, and strategic workflows to improve collaboration, visibility, and delivery alignment across global design teams.
- Collaborated with Experience Design leadership to shape organisational strategy, operational direction, and long-term design maturity initiatives.

ADIDAS Herzogenaurach | 2018 - 2022

SENIOR GLOBAL DIGITAL EXPERIENCE MANAGER - DIGITAL TRANSFORMATION & CUSTOMER ENGAGEMENT

- Led digital transformation initiatives focused on customer engagement, ecommerce optimisation, and omnichannel innovation across adidas global commerce platforms.
- Developed and launched the 'Wait Less, Shop More' booking platform during COVID, improving retail experience, customer engagement, operational efficiency, and omnichannel performance.
- Delivered the Size & Fit digital solution using consumer data and behavioural insights to improve customer confidence.
- Contributed to ecommerce experience optimisation initiatives helping improve customer confidence and reduce product return friction across high-volume commerce environments.

VALUE RETAIL / BICESTER VILLAGE SHOPPING COLLECTION London | 2014 - 2018

DIGITAL PRODUCT MANAGER - RETAIL DIGITAL STRATEGY & CUSTOMER EXPERIENCE

- Directed digital platform strategy and omnichannel customer experience initiatives across a portfolio of global luxury retail destinations.
- Managed a £1M+ investment programme to redesign and launch 9+ international retail websites, contributing to increased customer engagement, digital traffic, and omnichannel conversion opportunities.
- Led digital transformation projects focused on increasing customer acquisition, in-store foot traffic, and online engagement through integrated omnichannel strategies.
- Supported digital customer journeys across luxury retail destinations attracting millions of annual global visitors.

HARRODS London | 2013 - 2014

UI DEVELOPER - DIGITAL EXPERIENCE & ECOMMERCE

- Led UI enhancements across the Harrods ecommerce platform, delivering premium digital experiences aligned with luxury retail positioning.
- Designed and developed customer-facing digital components and frontend experiences to improve usability, accessibility, and visual consistency.
- Collaborated closely with UX, development, and ecommerce teams to implement data-driven interface improvements supporting conversion optimisation, customer engagement, and ecommerce performance.
- Delivered premium ecommerce experiences supporting high-value luxury retail customer journeys and large-scale product catalogues.

TRAINING

- BUILD AI LITERACY IN YOUR ORGANIZATION AS A BUSINESS LEADER
- WHAT IS GENERATIVE AI
- HOW BRANDS SHOULD ENTER
- ADIDAS MDE MANAGER DEVELOPMENT EXPERIENCE
- ADIDAS DIVERSITY & INCLUSION
- PRINCE2
- LEAN UX AND AGILE DESIGN
- PROFESSIONAL PRODUCT OWNER
- MASTERING DIGITAL PROJECT MANAGEMENT
- PROFESSIONAL SCRUM MASTER
- CERTIFIED UMBRACO DEVELOPER, LEVEL 1 & 2
- THE METAVERSE & NFT SPACE

EDUCATION

BTECH HIGHER NATIONAL DIPLOMA ART & DESIGN MULTIMEDIA

MMU THE MANCHESTER COLLEGE 2004 - 2006

BTECH NATIONAL DIPLOMA MEDIA PRODUCTION MOVING IMAGE

WORCESTER COLLEGE OF ART AND DESIGN 2000 - 2002

WHAT MAKES ME UNIQUE?

My unique advantage is the rare combination of product, UX, operations, engineering understanding, AI enablement, and enterprise transformation.

Full-stack product expertise

- I understand products from design, development, and strategic perspectives.

Enterprise AI enablement & transformation

- Driving enterprise AI enablement and organisational transformation through scalable adoption frameworks and digital innovation.

Customer-centric product strategy rooted in data, experience design, and business impact

- Combining customer insight, data, and experience strategy to deliver measurable business and customer impact.

Cross-functional leadership

- I align stakeholders, engineers, and designers to execute high-impact initiatives.

ABOUT ME

Passionate about product innovation, AI, digital experience, and emerging technologies. Outside of work, I enjoy endurance sports, travel, and live music. Currently training for ultramarathons, and endurance events while continuing to explore the intersection between performance, mindset, and innovation.

OPEN TO OPPORTUNITIES

Open to senior leadership opportunities across AI transformation, digital product, and customer experience strategy.

For my 1-minute and 4-minute detailed pitch and my online portfolio, please check out silversurferthirteen.com

