

DARELL MORALES

Senior Data & Analytics Manager | Data Platforms · Business Intelligence · AI

Turning fragmented project data into platforms the C-suite runs on.

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NATIONALITY US · Languages: English (native), Arabic (basic)	EDUCATION BA Business, University of Phoenix (2026) · Google Data Analytics (2021)

PROFILE

Senior data & analytics leader with 18+ years of international experience across operations, project controls and major development programmes. Currently leading enterprise data & analytics at Gulf Coast Development Company, a PIF company, following roles on Diriyah Gate, AMAALA and the Royal Private Affairs programme. I connect fragmented records into trusted executive reporting, governed information systems and land intelligence, helping leaders investigate exceptions and make decisions with a traceable basis.

THE NUMBERS — PRODUCTION WORK ON REAL PROGRAMMES

18+ YEARS · 12 IN THE GULF	96 km² DEVELOPMENT REMIT	900+ DAX MEASURES · 5 MODELS	27,000 RECORDS MIGRATED · ZERO ERRORS	666 ASSETS REPORTED · DIRIYAH	114 PROJECTS · 14 ROYAL PALACES
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CAREER AT A GLANCE — SELECTED DETAIL OVERLEAF

YEARS	ROLE	ORGANISATION	WHERE
2024 – now	Senior Data & Analytics Manager	Gulf Coast Development Company	KSA
2021 – 2024	Project Controls / Reporting Manager	KBR — Diriyah Gate Development Authority	KSA
2020 – 2021	Reporting Manager	Arcadis — AMAALA Development Co. (secondee)	KSA
2018 – 2019	Project Controls Manager	Arcadis — Royal Private Affairs PMO	KSA
2016 – 2018	D&D Information Systems Manager	Wakira Investments LLC	UAE
2015 – 2016	Operations Lead	Biglari Holdings	EU · US
2014 – 2015	Training & Operations Lead	Abdul Fahad Al Blehed & Brothers	KSA
2012 – 2014	New Project Deliveries Manager	Biglari Holdings (Steak 'n Shake)	EU · ME · US
2007 – 2011	Associate Project Manager	Hilton Hotels & Resorts (DFW Lakes)	USA

CORE COMPETENCIES

DATA & TECHNOLOGY

- Power BI at enterprise scale — advanced DAX, TMDL, semantic & dimensional modelling
- Microsoft 365 / Power Platform — SharePoint architecture, Power Automate, Power Apps
- GIS & CAD data engineering — QGIS, GeoJSON, WGS84/UTM, plot & parcel reconciliation
- AI & LLM tooling — agentic automation, MCP integration, local LLM deployment

LEADERSHIP & DELIVERY

- Enterprise data strategy, governance & data quality
- Executive & C-suite reporting · PMIS strategy
- Project controls — cost, schedule, risk, H&S reporting
- Stakeholder management to CEO / board level

PROFESSIONAL EXPERIENCE — SELECTED

Gulf Coast Development Company, KSA

2024 – Present

PIF company · coastal destination in Al-Khafi, Saudi Arabia · three residential districts, 1,100+ homes in design

Senior Data & Analytics Manager (Aug 2025 – Present) · Senior Project Controls Manager (2024 – Aug 2025)

- Lead enterprise data & analytics across **11+ departments**, reporting at C-level.
- Architected the executive Power BI estate: **5 semantic models · 330+ tables · 900+ DAX measures**, 15+ dashboards.
- Shipped the customer-facing **sales-release surface** — buyers reserve inside the meeting, write-back to the governed model; built ahead of the CRM, **zero lost sales**.
- Brought the **PMIS data spine** live: 40+ lists → 6 governed; **~27,000 records**, zero refresh errors at go-live.
- Rebuilt land data from source CAD: **2,100+ attributed GIS plots, 1,100+ homes in design**; first-release villas reconciled one-for-one; surfaced a **2,500 m² shortfall** before sale.
- Drove **AI adoption**: MCP-based tooling on live Power BI models; contributed to the company's PIF AI submission.

KBR — Diriyah Gate Development Authority, Riyadh, KSA

2021 – 2024

Project Controls Manager · Reporting Manager

- Ran the Power BI estate for **666 assets · 50+ projects · 15 districts · 7 communities**, portfolio to project level.
- Automated data collection across every functional area; trained reporting managers portfolio-wide.

Arcadis — AMAALA (seconded) · Royal Private Affairs PMO, KSA

2018 – 2021

Reporting Manager · Project Controls Manager

- Power BI reporting for **47 AMAALA projects** through the five-stage development gateway.
- Controls for **114 projects across 14 royal palaces** incl. the new-build NEOM palace — 6 contractors, 40,000 workers.

Earlier career — operations & delivery

2007 – 2018

- **Wakira Investments, Dubai** — first operating systems & information platforms; logistics costs cut AED 2M/yr (2016–18).
- **Biglari Holdings / Steak 'n Shake, EU-ME-US** — opened the brand's first international restaurants; trained 1,500+ staff across 6 countries; early project-controls dashboards, deputy lead ISO 9001 (2012–16).
- **Abdul Fahad Al Blehed & Brothers, Riyadh** — GCC employee handbook; cross-training cut overtime (2014–15).
- **Hilton Hotels & Resorts, Dallas** — 63,000 sq ft renovations; safety system for 150+ events/month (2007–11).

INDEPENDENT R&D — APPLIED AI

- **Nyx OS** — local AI partner on a 128 GB NVIDIA DGX Spark: open-weight models (4B–120B) with vision, voice with a desk wake word, on-device image generation, DWG/DXF-to-GIS tooling, Power BI reads and splice proofs on synthetic rows — nothing leaves the machine.
- **Traza** — a working spatial planning and feasibility application (v0.38, in private use); the public demonstration compares four saved alternatives and their assumptions.
- **Public portfolio** — darellmorales.com: independent prototypes and studies show how I connect progress, planning and evidence to decisions.