Antony Thomas

AI AND DIGITAL TRANSFORMATION

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PROFESSIONAL SUMMARY

AI and digital transformation professional with a career focused on improving how businesses work through technology, clearer processes and operational structure. Currently leads AI transformation at Provident Estate, building AI platforms, automation systems and data infrastructure.

Experience spans CRM workflows, customer journey automation, project management implementation and KPI frameworks, alongside enterprise AI delivery. Combines hands-on solution development with stakeholder collaboration, technical standards and internal capability building to translate business needs into practical improvements.

CORE SKILLS

AI strategy and systems: Enterprise AI Strategy & Transformation; Generative AI & Large Language Models (LLMs); Agentic AI & Multi-Agent Orchestration; AI Solution Architecture

AI delivery and adoption: AI Product Development & Delivery; LLM Deployment & Evaluation; Intelligent Automation & Workflow Design; AI Governance & Data Governance; AI Adoption & Change Management

Transformation and leadership: Business Process Design & Optimisation; CRM & Marketing Automation; Data Analytics & KPI Frameworks; Stakeholder Management & Project Delivery; AI Team Leadership & Capability Building

PROFESSIONAL EXPERIENCE

Provident Estate Jun 2025 - Present

AI Transformation Manager | Dubai

- Created **Provident OS** to support the company's transformation initiatives and improve operational structure.
- Architected **Provident Brain**, an enterprise AI platform using local LLM infrastructure and multi-agent orchestration to support business operations.
- Designed AI-powered workflows for multilingual WhatsApp lead qualification, voice AI, automated sales coaching and executive dashboards.
- Established engineering standards and reusable architectures to structure delivery and accelerate product development.
- Built and mentored the company's AI engineering capability to support internal solution development and adoption.
- Championed a local-first AI strategy to reduce SaaS dependency, strengthen data governance and support UAE PDPL compliance.

WOW Properties Mar 2024 - Jun 2025

AI & Digital Transformation Specialist | Dubai

- Redesigned and automated the customer journey, increasing qualified leads by **23%** within the first three months.
- Configured Zoho Marketing Automation to establish automated lead nurturing processes and structured customer engagement.
- Implemented **AI-powered lead qualification agents** and automated Zoho CRM workflows using Zapier to streamline lead assessment, tracking, and follow-ups.

PROFESSIONAL EXPERIENCE CONTINUED

QMP
Aug 2022 - Jan 2024

Digital Transformation & AI Content Strategist | Bangalore

- Introduced project management processes to structure internal delivery, improve execution efficiency and give management clearer visibility.
- Produced AI-assisted written and visual content for client campaigns using **GPT and Midjourney**.
- Supported digital transformation for clients by translating business objectives into digital marketing strategies and structured delivery plans.
- Developed and implemented a digital growth strategy for a leading QSR client, contributing to a **20%** increase in sales.
- Worked with internal teams and client stakeholders to align priorities, coordinate execution and improve delivery processes.

Zumokart
Mar 2020 - Jul 2022

Founder & CEO | Cochin

- Founded and launched a digital food-delivery platform, enabling local restaurants to reach customers through app-based ordering and home delivery.
- Designed and standardised processes for merchant onboarding, order management, delivery coordination, and customer support.
- Introduced app-based offers and cashback incentives to support customer acquisition and repeat ordering.
- Negotiated and structured supplier and vendor agreements to support service delivery and business expansion.
- Led new product and service launches, driving **25%** revenue growth.

ProNET Technologies Pvt Ltd
Apr 2014 - Jan 2020

Marketing Transformation Manager | Mumbai

- Developed KPI frameworks to structure marketing performance measurement and support business planning.
- Led marketing planning and customer engagement programmes, coordinating integrated campaigns and brand communications.
- Developed marketing strategies and content initiatives to support customer engagement.

EDUCATION

Anna University
Bachelor of Engineering (B.E.), Aeronautical Engineering | Jan 2014

St Berchman's Higher Secondary School
Higher Secondary | Jan 2010

LANGUAGES

English, Malayalam, Tamil, Hindi