

OMAR ALIEH

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PROFESSIONAL SUMMARY

A Strategy Consultant with over five years of experience advising C-level stakeholders on market-entry, operational transformation, and digital innovation. I excel at synthesizing complex information to frame strategic options, building data-driven business cases, and leading initiatives that create sustainable competitive advantages. My work combines deep analytical rigor with a proven ability to drive change and deliver high-impact results.

CORE COMPETENCIES & SKILLS

- **Strategy:** Corporate Strategy, Digital Strategy, Market-Entry Strategy, Go-to-Market (GTM) Strategy, Value Creation, C-Level Advisory.
 - **Analytics:** Analytical Problem-Solving, Quantitative & Qualitative Analysis, Data-Driven Insights, Business Case Development.
 - **Innovation:** Process Innovation, Business Process Re-engineering, Strategic Foresight.
 - **Execution:** Change Management, Stakeholder Management, Cross-Functional Leadership.
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PROFESSIONAL EXPERIENCE

Odoo Middle East | Dubai, United Arab Emirates **Team Lead** | (Aug 2023 – Present)

- **Strategic Planning & Market Entry:**
 - Authored and executed a **market-entry strategy** to expand the team's practice into the Retail sector, identifying the opportunity and developing the implementation plan, resulting in a **35% increase in project inflow** (STAR Story).
 - Developed the F&B industry vertical strategy, creating an "Industry Library" of best practices to position the team as subject-matter experts and create scalable, repeatable solutions (STAR Story).
- **Go-to-Market (GTM) Strategy:**
 - Led a **cross-functional initiative** with Sales and Marketing to develop the firm's first industry-specific White Paper (POS for F&B). This strategic asset was used to generate new leads and **enable the sales team** (STAR Story).
- **Performance & Operational Strategy:**

- Designed and built two **AI-powered Streamlit applications** for leadership to automate performance appraisals and monthly analytics. These tools provided **strategic, AI-driven action plans** for department-wide performance improvements (User Input).
- Re-engineered the team's project delivery framework using agile methodologies, resulting in a **30% reduction in average project completion time**.

Odoo Middle East | Dubai, United Arab Emirates **Business Analyst & Project Manager** | (Feb 2021 – Aug 2023)

- **Strategic Innovation & Problem-Solving:**
 - Identified a critical bottleneck in the firm's presales process and took the **initiative to build a novel AI-powered solution**. This strategic tool drove an **80% adoption rate**, cut scoping time by **65%**, and directly accelerated revenue generation (STAR Story).
 - Led a high-stakes crisis intervention to solve a critical financial bug for a major client; **structured the ambiguous problem**, analyzed the root cause, designed the solution, and secured **C-level (General Manager) buy-in** to deliver the fix, preserving a high-value account (STAR Story).
 - **Client Advisory:**
 - Served as the lead strategic advisor on **32+ digital transformation projects**, translating C-suite vision into actionable technology roadmaps.
 - **Enabled over \$250,000 in new sales** by conducting deep-dive strategic workshops and GAP analyses, advising clients on long-term transformation value (User Input).
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MAJOR PROJECTS

- **Deliveroo Challenge (IE):** Developed a consulting and sustainability strategy project for Deliveroo
 - **IE Venture Lab:** Co-founded "Chime In" Startup, acting as IT and Sales Executive
 - **Capstone Project (IE):** Initiated "Realista" Startup, acting as Full Stack Developer
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EDUCATION

IE School of Human Sciences and Technology | Madrid, Spain *Master's Degree in Computer Science and Business Technology* | (Sep 2019 – Jul 2020)

- Recipient of IE Foundation Scholarship

American University of Beirut | Beirut, Lebanon *Bachelor of Arts in Economics* | (Aug 2016 – Jun 2019)

CERTIFICATIONS & ADDITIONAL INFORMATION

- **Certifications:** Cisco CCNA , Fundamentals of Visualization with Tableau , Advanced Google Analytics
- **Languages:** Arabic (Native), English (Fluent), French (Fluent)
- **Clubs:** IE Consulting Club, IE Technology and Innovation Club