

# OMAR ALIEH

Dubai, United Arab Emirates | +971 52 9090 442 | aliehomar9@hotmail.com |  
<https://www.linkedin.com/in/omaralieh/>

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## PROFESSIONAL SUMMARY

A results-driven Digital Transformation Consultant with over five years of experience leading companies through complex technological and operational change. I specialize in managing the full transformation lifecycle, from initial strategy and process re-engineering to technical implementation, change management, and user adoption. I am a hands-on leader who builds innovative AI and automation tools to accelerate transformation and deliver measurable business impact.

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## CORE COMPETENCIES & SKILLS

- **Transformation Leadership:** Digital Transformation, Change Management, Business Process Re-engineering, Digital Strategy, Stakeholder Management.
  - **Project Execution:** End-to-End Project Management, Agile Methodologies, User Adoption & Training, Business Requirements Analysis.
  - **Innovation & Technology:** Process Automation, AI & Gen AI (Custom Tool Development), ERP Implementation, Data Analytics.
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## PROFESSIONAL EXPERIENCE

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

- **Process Automation & Innovation:**
  - Designed and built two **AI-powered Streamlit apps** to automate and transform internal performance management. These tools provided AI-driven insights and **reduced appraisal report creation time from 6 hours to 30 minutes** (User Input).
  - Executed the rollout of a new AI solution, driving a **77% increase in the adoption of industry best practices** across client departments.
- **Change Management & Team Leadership:**
  - Led and mentored a team of 10 consultants, establishing a comprehensive onboarding and training program to drive skill adoption and retention (STAR Story).
  - Implemented agile methodologies to re-engineer the team's delivery process, 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)

- **Digital Transformation Delivery:**
    - Led **32+ companies** through their full **digital transformation journey**, moving them from manual Excel-based operations to a fully integrated ERP system (STAR Story - Roastery).
    - Managed the end-to-end implementation, including project planning, data migration, and phased module go-lives to ensure smooth user adaptability.
    - Transformed client operations by automating production, warehouse management, and financial reporting, providing real-time insights accessible from any device (STAR Story).
  - **Process Re-engineering:**
    - Identified a critical bottleneck in the presales process and built an **AI-powered automation tool**, driving **80% adoption** and **cutting scoping time by 65%**.
    - Led the implementation of transformative eInvoicing (ZATCA) solutions, re-engineering client AP/AR processes to meet new digital compliance standards (User Input).
    - Conducted comprehensive acceptance testing and **client training workshops** to ensure successful user adoption and change management.
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## MAJOR PROJECTS

- **AI-Powered Appraisal & Performance Tools (Streamlit):** Developed two internal AI-powered tools for leadership to automate performance reviews and monthly analytics (User Input).
  - **AI-Powered Presales Automation Tool:** Internal web app to automate scope creation and estimation, transforming a core business process.
  - **Capstone Project (IE):** Initiated "Realista" Startup (Full Stack Developer)
  - **Iberia Project (IE):** Developed a Full Stack Web Application for Iberia
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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)

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## **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