



# SAMER ELADAD

BUSINESS INFORMATICS (B.Sc.)

## CONTACT

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## TECHNICAL SKILLS

Data Analysis & Modeling  
Business Intelligence & Reporting  
Process Automation  
ERP & System Integration  
AI Prototyping & Workflow Automation  
Technical Documentation  
Cross-functional Collaboration

## TOOLS & PLATFORMS

Python, SQL  
Power BI (DAX, Data Modeling)  
Microsoft Azure (Azure OpenAI)  
API Integration (REST)  
ERP: Infor, Dynamics 365  
Salesforce  
Git  
Jira, Confluence, SharePoint

## LANGUAGES

Arabic – Native  
English – Fluent  
German – Fluent

## SUMMARY

Business Informatics graduate with hands-on experience in **ERP systems**, **data engineering**, and **process automation**. Skilled in **Python**, **SQL**, and **Power BI**, with a track record of designing scalable solutions that improve operational efficiency and data visibility. Experienced in international projects, **AI** prototyping, and cross-functional teams. Passionate about using technology to solve complex business problems and continuously deliver measurable impact.

## WORK EXPERIENCE

### EI ELECTRONICS KG

#### Solutions Engineer

| December 2024 – Present

- Manage and optimize **Infor** and **Dynamics 365** ERP systems across three entities, leading the complete setup and go-live of an international subsidiary and acting as the sole ERP manager and technical liaison.
- Design and implement **Power BI** data models and dashboards (**DAX**, **SQL**), performing end-to-end **data engineering** from cleaning to presentation, improving reporting accuracy and automating weekly reports.
- Automate key **business processes** (e.g., OCR-based order workflows, invoice posting) and maintain system documentation, security roles, and user training using **Confluence** and **SharePoint**.

### MERCEDES-BENZ

#### Intern & Bachelor Thesis

| October 2023 – September 2024

#### Information Office Production & Logistics

- Identified inefficiencies in **system documentation** practices during my internship and used them as the basis for my Bachelor's thesis.
- Developed an **AI-based prototype** on **Azure** to automate and enhance system documentation, projected to **increase efficiency by 30%** and **reduce related costs by 40%**.
- Improved **project communication** and task management by integrating **ServiceNow**, **Mural**, and Project management frameworks such as **Jira**.

### METRO MARKETS

#### Seller Support (Working Student) | March 2022 – September 2023

- Supported the company's **international expansion** into Italy, Portugal, Netherlands, and France.
- Built **Power BI** dashboards in collaboration with BI team for seller and product analytics.
- Contributed to **25% year-over-year** revenue growth for a key customer through data-driven insights and operational support.
- Managed workflows using **Salesforce** and Confluence to ensure accuracy and efficiency.

## CERTIFICATES

### DIGITAL SHAPER

(AI & Deep Learning)

TechLabs | Germany, Sep 2024

### DIGITAL SHAPER

(Data Science)

TechLabs | Germany, Apr 2024

### FULL STACK DEVELOPER

Udacity | UAE, Aug 2018

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## WORKSHOPS

- Microsoft Dynamics 365 Business Central
- AI Governance & Ideation

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## AWARDS

**Robotics Race** – First Place  
Hochschule Bochum | Germany, 2021

## EDUCATION

### BOCHUM UNIVERSITY OF APPLIED SCIENCES

**Bachelor of Science in Business Informatics**

Bochum, Germany | October 2021 – October 2024

**Final Grade:** 2.19 (Good – German grading system)

Relevant Coursework:

Data Science, Software Engineering, Python, Java, Algorithms, Artificial Intelligence

### RHEINISCHES STUDIENKOLLEG

**Business and mathematics college course**

Bonn, Germany | January 2017 – November 2017

**Final Grade:** 1.3 (Very Good – German grading system)

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## PROJECTS

### CINEMALYTICS

| April 2024

- Built a machine learning-driven movie recommendation platform for producers to choose optimal streaming platforms, using **Python** and **SQL**.
- Applied models such as **Random Forest** to analyze genre-platform performance and optimize placement decisions.

### BITCOIN WALLET

| December 2023

- Co-developed a secure Bitcoin wallet in a team with focus on user experience and transaction safety using **Java**.
- Enabled wallet creation, key management, and secure Bitcoin transactions as part of university security module.

### myTRANSLATE

| July 2023

- Created a web app for on-demand expert translation of scientific texts using **HTML**, **CSS**, and **JavaScript**.

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## VOLUNTEER EXPERIENCE

### TECHLABS GLOBAL

| January 2024 – January 2025

**Growth Acceleration Manager**

- Organized community events with 300+ attendees including companies like Huawei and Amazon.
- Led marketing, social media, and website optimization initiatives to support digital education.