

AHMED NASR, MBA, PMP, CSM, CBAD, MCAD, MCP & Lean 6 Sigma
HealthTech Digital Transformation Expert & Regional Engagement Leader
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Professional Summary

A distinguished Digital Transformation Expert and Regional Engagement Leader with over 20 years of experience, driving innovation and operational excellence across FinTech, healthcare, and e-commerce sectors. Adept at leading large-scale digital projects, managing high-performance cross-functional teams, and delivering transformative business solutions. Proven expertise in scaling operations regionally, implementing cutting-edge technologies, and driving strategic initiatives that align with organizational goals. Recognized for creating digital frameworks that enhance customer experiences and deliver sustainable business growth.

Core Competencies

- Digital Transformation & Innovation
- Regional Engagement & Market Expansion
- FinTech Strategy & Solutions Architecture
- ERP / HIS Systems (SAP S/4HANA) Implementation
- Strategic Business Planning & Digital Operations
- PMO Establishment & Project Automation
- Health Tech & Operational Efficiency
- OKR, KPI Management & Data Analytics

Certifications

- Master's in business administration (MBA) In Progress
- Project Management Professional (PMP)
- Certified Scrum Master (CSM)
- Certified Business Analysis Professional (CBAD)
- Microsoft Certified Application Developer (MCAD)
- Microsoft Certified Professional (MCP)
- Lean Six Sigma Certified

Professional Experience

Acting As PMO & Regional Engagement Lead @ TopMed (Saudi German Hospital Group) | June 2024 - Present

Leading HealthTech Digital Transformation Across SGH Group in KSA, UAE & Egypt, with USA partners

- **Driving Digital Transformation:** Spearheading enterprise-wide HealthTech initiatives to modernize hospital operations, enhance patient care, and improve clinical efficiency across Saudi German Hospital Group (SGH) in KSA, UAE, and Egypt.
- **Strategic Partnerships & Innovation:** Leading collaboration with top U.S. healthcare technology providers, including Health Catalyst (advanced analytics, AI-driven decision support) and KLAS Research (benchmarking and best practices), to integrate cutting-edge digital health solutions.
- **Program & Project Management:** Establishing and managing a structured PMO framework, ensuring seamless execution of large-scale HealthTech projects, aligning with business goals, and driving measurable ROI.
- **Enterprise Data & Analytics Strategy:** Overseeing the implementation of Health Catalyst's Enterprise Data Warehouse (EDW) & Analytics Solutions to enable real-time insights, predictive analytics, and value-based care models, optimizing clinical and operational decision-making.
- **AI-Powered Clinical Decision Support (CDS):** Leading the deployment of AI-driven CDS tools to enhance diagnostics, reduce clinical variation, and improve patient safety through evidence-based recommendations.
- **Patient & Provider Digital Engagement:** Implementing next-generation patient engagement platforms, including personalized digital health portals, telemedicine, and mobile health applications, enhancing patient satisfaction and hospital efficiency.
- **Operational Efficiency & Cost Optimization:** Utilizing data-driven insights and process automation to streamline workflows, reduce administrative burdens, and enhance resource utilization across SGH hospitals.
- **Healthcare Compliance & Best Practices:** Ensuring alignment with international healthcare quality standards (JCI, HIMSS, MOH regulations), leveraging KLAS Research insights for continuous improvement and benchmarking against global best practices.
- **Stakeholder & Change Management:** Leading cross-functional teams, engaging senior leadership, and managing stakeholder expectations to ensure smooth adoption of digital solutions across diverse healthcare environments.
- **Key Projects & Achievements:**
 - **Enterprise Data & Analytics Transformation** – Implemented an advanced Health Catalyst EDW for real-time hospital data intelligence and strategic decision-making.
 - **AI & Predictive Analytics in Healthcare** – Integrated AI-driven Clinical Decision Support (CDS) tools, reducing errors and improving physician decision-making.
 - **Digital Patient Experience Enhancement** – Launched telemedicine platforms, mobile apps, and engagement portals, improving accessibility and patient outcomes.
 - **Hospital Operational Efficiency Program** – Optimized workflow automation, reducing costs and improving hospital resource allocation through technology-driven interventions.

Country Manager @ PaySky & Yalla SuperApp (Acquired by ENPO) | Apr 2021 – Jan 2022

- **Profit & Loss Leadership:** Managed operating budgets and achieved financial OKRs for Yalla SuperApp, driving consistent revenue growth and profitability.
- **Business Strategy:** Directed business strategy through market mapping, product strategy, data analytics, and client insights, ensuring alignment across leadership teams.
- **People Leadership:** Managed and motivated cross-functional teams, overseeing headcount, budgets, and resources.
- **Sales & Revenue Management:** Enhanced client relationships, closed high-value deals, and implemented up-selling and cross-selling strategies.
- **Go-To-Market Leadership:** Built a world-class Go-To-Market team, ensuring best-in-class B2B and B2C success.

Head of Strategy & VP Advisor @ El Araby Group | Jan 2020 - Dec 2021

- **SAP S/4HANA Project Delivery:** Led the successful implementation of the SAP S/4HANA project, streamlining business processes and enhancing operational efficiency.
- **Health ERP System:** Led the successful implementation of the Araby Hospital which is the same system of Mayo Clinic
- **Strategic Planning:** Developed and communicated multi-year strategic business plans, ensuring organizational alignment.
- **Mentorship:** Advised executive teams on business operations, marketing strategies, and financial planning, enhancing leadership capabilities.

CEO & Business Partner @ Soleek Lab | May 2018 - Jul 2019

- Spearheaded business development and strategic planning, driving company growth through innovative project management and customer engagement strategies.
- Enhanced operational management, ensuring efficient project delivery and customer satisfaction.

PMO Section Head @ EMP (Acquired by Network International) | Sep 2014 - Jun 2017

- **PMO Establishment:** Built the PMO from scratch, managing projects for African banks and ensuring integration with central banks.
- **Strategic Dashboard Implementation:** Developed a strategic dashboard system for proactive decision-making, increasing organizational net profit threefold.
- **Project Automation:** Implemented Microsoft Project Server on the cloud, managing 300 concurrent projects and optimizing project life cycles.

Product Development Manager @ Talabat, Delivery Hero SE | Jun 2017 - May 2018

- **Focal Point:** Acted as the liaison between the Berlin headquarters and MENA region companies, overseeing product development.
- **Office Setup:** Established the Egypt office, managing software engineers, account managers, and product managers, moved daily orders from 30K to 7M
- **Operational Excellence:** Implemented tracking features and managed operational excellence programs, enhancing customer experience and operational efficiency.

Project Manager | Various Companies (Intel, Microsoft, Revamp Consulting) 2007 – 2014

Successfully managed and delivered multiple software engineering projects and regional engagement, demonstrating strong leadership and technical skills

Education

- BSc. Computer Sciences & Business Administration – Sadat Academy (June 2006)

References

Certificates in this google drive folder: [Google Driver Folder](#)

- # 0 Certificate of experience from PaySky
- # 1 Certificate of experience from Soleek Lab
- # 2 & 3 Certificate of experience from Delivery Hero (Talabat & Otlob)
- # 4 & 5 Certificate of experience from EMP
- # 6 Certificate of experience from Revamp
- # 7 Certificate of experience from Blue Cloud
- # 8 & 9 Certificate of experience from intel
- # 10 Certificate of experience from Sysdsoft
- # 11 Certificate of experience from Speech Workers
- # 12 Certificate of experience from Code Republic
- # 13 Certificate of experience from PearDev
- # 14 BSc. Computer Sciences & Business Administration
- # 15 Certified Scrum Master
- # 16 Recommendation letter from International Congress for global Science and Technology, ICGST
- # 17 Certificate of PMP Project Management Professional from French University
- # 18 Certificate of Innovation @ workplace from Central Bank of Egypt
- # 19 to 27 Certificate of Business Analysis Professional (CBAP V2) , Career Development, Coaching, Dealing with Difficult People, Global Bossiness, Innovation in Workplace, Leading Teams & Managing Change
- # 28 to 31 Certificates of 6 Sigma
- # 32 Microsoft Certified Professional Certificate MCP from Microsoft
- # 33 Microsoft Certified Application Developer Certificate MCAD from Microsoft
- # 34 Microsoft Certified Professional Transcript
- # 35 to 37 Microsoft Score Transcripts from Microsoft with a score 1000/1000
- # 38 to 45 Samples of my certificates from Microsoft
- # 46 Certificate of Soft Skills from Raya Academy
- # 47 Certificate of e-business/ e-commerce from Raya Academy