

AHMED NASR

Dubai, UAE | +971 50 281 4490 | ahmednasr999@gmail.com | linkedin.com/in/ahmednasr

PROFESSIONAL SUMMARY

Senior digital product and FinTech executive with 20+ years driving digital asset strategy, virtual payment ecosystems, and open banking platforms across GCC and MENA markets. Built Egypt's first SuperApp integrating digital payments, wallets, and financial services at PaySky; managed 300+ digital commerce and mobile payments projects across 8 countries at Network International serving Visa and Mastercard networks. Deep expertise in product strategy, monetization, regulatory compliance (UAE/GCC), and end-to-end digital product lifecycle — from concept and roadmap through launch and optimization. Proven track record building cross-functional teams, forging strategic partnerships, and driving revenue growth through data-driven decisions in fast-evolving digital economies.

20+ Years FinTech & Digital Products **300+** Digital Commerce Projects

8 Countries Coverage **\$50M** Transformation Portfolio

300+ Banking Clients Served

PROFESSIONAL EXPERIENCE

PMO & Regional Engagement Lead

Jun 2024 – Present

Saudi German Health Group | Dubai, UAE

- Leading \$50M digital transformation program across 15-hospital network — overseeing product strategy, roadmap execution, and technology assessment for AI, analytics, and digital health platforms
- Managing cross-functional teams of 30 professionals and strategic partnerships with U.S. technology leaders (Health Catalyst, KLAS Research) to integrate cutting-edge digital solutions
- Driving JCI, HIMSS, and MOH regulatory compliance while establishing data analytics dashboards and reporting frameworks for senior leadership and board-level stakeholders
- Developing educational initiatives to enhance organizational understanding of emerging digital technologies across the hospital network

Country Manager — Digital Assets & Open Banking Platform

Apr 2021 – Jan 2022

PaySky, Inc. | Egypt

- Architected and launched Egypt's first SuperApp — a comprehensive digital assets platform integrating digital payments, mobile wallets, open banking, e-commerce, and lifestyle virtual services for 50M+ underbanked users

- Developed and executed product strategy, roadmap, and monetization framework for virtual assets portfolio including digital wallets, cardless payments, and value-added digital services
- Defined go-to-market strategy, product messaging, and partnership ecosystem with financial institutions, digital marketplaces, and service providers to expand digital asset distribution channels
- Navigated Egypt's CBE (Central Bank of Egypt) digital payments regulatory framework; implemented compliance processes and risk management controls for virtual asset products
- Built founding team, established operational framework, and drove phased rollout — owning full P&L accountability and product-market fit experimentation in ambiguous regulatory environment

PMO Section Head — Digital Payments & Mobile Commerce

Sep 2014 – Jun 2017

Network International | Egypt & 8 Countries

- Built and scaled enterprise PMO managing 300+ concurrent digital commerce and payments projects across 8 countries (Egypt, UAE, Jordan, Kenya, Nigeria, Ghana, Mauritius, South Africa)
- Delivered comprehensive virtual and digital assets portfolio for 300+ banking clients: mobile wallets, cardless transactions, NFC payments, digital tokens, and cross-border money transfer for Visa and Mastercard networks
- Developed monetization strategies and pricing models for digital payment products; conducted revenue analysis and implemented data-driven optimization strategies
- Recruited and led team of 16 Project Managers; established governance model and standardized digital product delivery methodology across emerging markets
- Managed strategic partnerships with international card networks, banking institutions, and digital service providers to expand virtual asset ecosystem

Product Development Manager

Jun 2017 – May 2018

Delivery Hero SE (Talabat) | GCC Markets

- Led digital product strategy and roadmap during hypergrowth period — platform scaled from 30,000 to 7 million daily transactions (233x growth) across GCC markets
- Designed and shipped monetization features, loyalty programs, and digital payment integrations; conducted pricing experiments to optimize revenue generation
- Collaborated with cross-functional engineering, design, marketing, and business development teams to define product requirements and deliver customer-centric digital solutions

Engagement Manager

Mar 2013 – Sep 2014

Revamp Consulting | USA, UAE, Egypt

- Led digital transformation consulting engagements for Mayo Clinic and AT&T; designed business cases, conducted data analysis, and presented recommendations to senior leadership

- Developed and delivered educational programs and product training materials to enhance stakeholder understanding of emerging digital technologies

Head of E-Commerce Product & IT Strategy

Jan 2020 – Jan 2021

Al Araby Group | Egypt

- Led digital commerce transformation and IT strategy for one of Egypt's largest consumer electronics retailers — overseeing product portfolio, digital channel monetization, and technology roadmap

CORE COMPETENCIES

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| - Digital & Virtual Asset Strategy | - Open Banking & Digital Wallets | - Product Strategy & Roadmap |
| - Monetization & Revenue Optimization | - Digital Payments & Mobile Commerce | - Regulatory Compliance (UAE/GCC) |
| - Partnership & Ecosystem Management | - Data Analytics & Reporting | - Cross-functional Team Leadership |
| - Go-to-Market Strategy | - Risk Management & Controls | - Emerging Technology Assessment |

EDUCATION

MBA — Master in International Business Administration (In Progress) 2025 – 2027

Paris ESLSA Business School | Global Management

PMP Training 2007 – 2008
 Université française d'Egypte

CERTIFICATIONS

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| - PMP — Project Management Professional (PMI, 2008) | - CSM — Certified Scrum Master (Scrum Alliance, 2014) |
| - CSPO — Certified Scrum Product Owner (Scrum Alliance, 2014) | - CBAP — Certified Business Analysis Professional (IIBA, 2014) |
| - Lean Six Sigma (SUNY, 2010) | - ITIL Foundations (2016) |