

# AHMED NASR

AI Adoption & Enablement Lead | Digital Transformation &  
Change Management

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## PROFESSIONAL SUMMARY

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Digital transformation leader with **20+ years** of experience driving **enterprise-wide adoption of AI and digital technologies** through structured enablement programs and **cultural transformation**. Proven track record **designing and implementing AI enablement programs**, facilitating stakeholder engagement, and organizing **training sessions, workshops, and awareness campaigns**. Expert in fostering **AI-first mindset** by bridging technical teams and business units to demystify AI and embed it into daily operations. Strong background in **change management, stakeholder engagement, and adoption metrics tracking**. Currently leading AI adoption across 15-hospital healthcare network, ensuring AI tools and workflows are understood, embraced, and integrated into clinical and administrative decision-making.

## CORE COMPETENCIES

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- **AI Enablement Programs** — Program design, implementation, stakeholder tailoring
- **Cultural Transformation** — AI-first mindset, organizational change, adoption strategies
- **Training & Development** — Training sessions, workshops, awareness campaigns, facilitation
- **Change Management** — Barrier identification, adoption strategies, transition planning
- **Stakeholder Engagement** — Needs assessment, tailored enablement, business alignment
- **Adoption Metrics** — Progress tracking, impact measurement, reporting
- **Cross-functional Collaboration** — HR, Communications, Technical Teams partnership

## PROFESSIONAL EXPERIENCE

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### PMO & Regional Engagement Lead

Saudi German Hospital Group | Dubai, UAE | Jun 2024 - Present

Leading AI adoption and enablement across 15-hospital healthcare network in UAE, KSA, and Egypt.

- Designed and implemented AI enablement programs across 15-facility network, driving adoption of AI-powered clinical decision support systems and analytics platforms
- Facilitated cultural transformation toward AI-first mindset, helping clinical and administrative staff understand and embrace AI tools in daily operations
- Organized and delivered training sessions, workshops, and awareness campaigns for cross-functional teams of 30 professionals on AI tools and workflows
- Tracked adoption metrics and reported on progress and impact of AI implementation across \$50M transformation program
- Engaged stakeholders across clinical, IT, and administrative functions to understand their needs and tailor AI enablement strategies
- Promoted understanding of AI tools (Health Catalyst, KLAS Research solutions) and their business relevance to healthcare operations
- Collaborated with HR and communications teams to embed AI into organizational culture and decision-making processes
- Identified barriers to AI adoption and developed strategies to overcome resistance, achieving successful rollout across 3 countries

### Country Manager

PaySky, Inc. | Egypt | Apr 2021 - Jan 2022

Led digital transformation and technology adoption for FinTech startup.

- Designed enablement programs for digital payments and SuperApp platform adoption across target market
- Facilitated cultural transformation positioning organization for digital-first financial services
- Organized training and awareness sessions for internal teams on new technology workflows
- Engaged stakeholders including financial institutions and service providers to drive platform adoption
- Built initial team with AI-first mindset and operational framework for market launch

### Head of E-Commerce Product & IT Strategy

Al Araby Group | Egypt | Jan 2020 - Jan 2021

Led digital transformation adoption for major consumer electronics retailer.

- Designed and implemented digital enablement programs for e-commerce transformation
- Facilitated cultural transformation driving adoption of digital tools across retail operations
- Organized training sessions and workshops for staff on new digital workflows and systems
- Tracked adoption metrics measuring digital transformation progress and business impact

### **Product Development Manager**

Delivery Hero SE (Talabat) | GCC Markets | Jun 2017 - May 2018

Drove technology adoption during 233x platform growth across GCC markets.

- Designed enablement programs supporting rapid adoption of new platform features and workflows
- Facilitated cultural transformation embedding lean methodologies and operational excellence mindset
- Led Operations Excellence Committee organizing workshops and training between Berlin HQ, GCC, and Egypt teams
- Tracked adoption metrics measuring feature adoption and operational performance across markets
- Engaged stakeholders across regions to understand needs and tailor enablement approaches
- Identified barriers to adoption and developed strategies enabling 233x growth while maintaining quality

### **PMO Section Head (Project Management Department Manager)**

Network International | Egypt | Sep 2014 - Jun 2017

Led digital transformation enablement across 8 countries for payments industry leader.

- Designed and implemented enablement programs for mobile commerce and digital payments adoption across 8 countries
- Facilitated cultural transformation driving adoption of digital payment tools (mobile wallets, cardless transactions)
- Organized training programs recruiting and developing team of 16 Project Managers on new methodologies
- Tracked adoption metrics reporting on digital payments uptake across 300+ banking clients
- Engaged stakeholders across banking sector to understand needs and tailor digital enablement strategies

- Collaborated with HR to embed new governance frameworks and project delivery culture
- Promoted understanding of digital payment workflows and their business relevance to banking operations

### **Engagement Manager**

Revamp Consulting | USA, UAE, Egypt | Mar 2013 – Sep 2014

- Delivered change management and enablement consulting for enterprise clients including Mayo Clinic and AT&T
- Designed training programs and facilitated workshops driving transformation adoption
- Engaged stakeholders to understand needs and develop tailored enablement strategies

### **Earlier Experience (2004-2013)**

- **Senior Project Manager, PMO | BlueCloud (2012-2013)** — Technology adoption enablement for Microsoft Egypt, Vodafone Egypt, Qatar Diar
- **Project Manager | Intel Corporation (2011-2012)** — LTE technology adoption and deployment programs
- **Technical Leadership Roles (2004-2011)** — Software development team leadership and technology enablement

### **EDUCATION**

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- **MBA, Master in International Business Administration (MIBA)** — Paris ESLSCA Business School | 2025-2027 (In Progress)
- **Project Management Professional (PMP) Training** — Université française d'Egypte | 2007-2008

### **PROFESSIONAL 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

### **AI & DIGITAL EXPERTISE**

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- **AI Tools:** AI-powered Clinical Decision Support, Predictive Analytics, Enterprise Data Warehouse, Business Intelligence
- **AI Platforms:** Health Catalyst, KLAS Research Solutions, AI/ML Analytics
- **Digital Workflows:** Mobile Commerce, Digital Payments, E-commerce Platforms, Telemedicine

- **Enablement Tools:** Power BI, Tableau, Jira, Asana, Confluence, MS Teams
- **Training Delivery:** Workshop Facilitation, Presentation Design, Communication Strategies

## ADDITIONAL INFORMATION

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- **Location:** Dubai, UAE
- **Languages:** English (Fluent), Arabic (Native)
- **Industries:** Healthcare, FinTech, E-commerce, Telecommunications, Banking
- **Passion:** Driving innovation and transformation through AI adoption