

AHMED NASR

Strategic Growth Leader | 0→1 Builder | Transformation Executive

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WHY BRAINYFRED RESONATES

I've spent 20+ years translating ambitious visions into structured execution — building organizations from scratch, scaling operations 230x, and navigating the ambiguity that comes with creating something new. BrainyFred's mission to build a durable, ethical ecosystem for children's emotional learning speaks to the kind of long-term, impact-driven work I value. I'm drawn to strategic partnership over consulting, and I understand that meaningful ventures require patience, discipline, and aligned thinking.

WHAT I BRING TO STRATEGIC PARTNERSHIP

- **0→1 Building Experience:** Built PMO and governance structures from scratch, scaling to 300+ concurrent projects — comfortable creating order from nothing
- **Hypergrowth Navigation:** Led operations through 230x scale (30K→7M daily transactions) at Talabat, understanding the balance between speed and sustainability
- **P&L Ownership & Capital Discipline:** Full accountability for country operations, budgets, and financial targets — experienced in capital allocation and milestone-based thinking
- **Vision-to-Execution Translation:** Track record of taking long-term strategic vision and breaking it into structured growth phases with clear milestones
- **Institutional Credibility:** Built trusted relationships with C-suite executives, board members, and institutional stakeholders across multiple industries
- **Strategic Partnerships:** Experience navigating partnerships with technology vendors, implementation partners, and institutional clients

RELEVANT EXPERIENCE

Acting PMO Director & Regional Lead

TopMed (Saudi German Hospital Group) | UAE, KSA, Egypt

2024 – Present

\$25M+ Portfolio / Multi-Country Expansion / Reports to Group CEO

- **Strategic Positioning:** Translate organizational vision into structured growth phases across three-country expansion
- **Capital Allocation:** Own program-level financial planning, budget tracking, and milestone-based investment decisions
- **Stakeholder Alignment:** Build trusted relationships with executive leadership, presenting strategic recommendations to guide decision-making

- **Long-term Thinking:** Balance immediate execution needs with sustainable, scalable system design

Country Manager & VP Strategic Advisor

PaySky (FinTech) / El Araby Group | Egypt

2019 – 2022

Full P&L Ownership / Go-to-Market Leadership / Board-level Reporting

- **Entrepreneurial Leadership:** Full ownership of country operations with P&L accountability — operated with founder-like responsibility
- **Go-to-Market Strategy:** Developed and executed market positioning, partnership development, and growth sequencing
- **Board Engagement:** Presented strategic roadmaps, investment recommendations, and growth milestones to board and executive leadership
- **Enterprise Transformation:** Led SAP S/4HANA implementation, demonstrating ability to manage complex, long-term initiatives with disciplined execution

Product Development Manager

Talabat (Delivery Hero SE) | Egypt

2017 – 2018

Consumer Tech Scale-up / 230x Growth / Global Coordination

- **Hypergrowth Experience:** Scaled operations from 30K to 7M daily orders — understanding the chaos and discipline required for exponential growth
- **Global-Local Balance:** Coordinated between Berlin headquarters and regional operations, balancing global vision with local execution
- **Early-Stage Ambiguity:** Thrived in fast-paced, rapidly evolving environment with shifting priorities and unclear paths

PMO Section Head

EMP (Network International) | Egypt

2014 – 2017

Built from Scratch / 300+ Projects / 3x Profit Growth

- **0→1 Building:** Created PMO governance structure from nothing — designed frameworks, standards, and systems that scaled to 300+ concurrent projects
- **Value Creation:** Drove 3x net profit increase through strategic portfolio management and disciplined execution
- **Pattern Recognition:** Developed ability to identify what matters, prioritize ruthlessly, and create sustainable systems

STRATEGIC THINKING STYLE

- **Long-term over short-term:** I think in systems and sustainability, not quick wins
- **Vision with discipline:** I can hold ambitious vision while maintaining execution rigor

- **Judgment over process:** I value strategic clarity and know when to adapt frameworks
- **Partnership over consulting:** I seek alignment and shared ownership, not transactional relationships

EDUCATION & CREDENTIALS

MBA (In Progress) — Sadat Academy for Management Sciences | Expected 2026

BSc. Computer Sciences & Business Administration — Sadat Academy | 2006

- Project Management Professional (PMP) — PMI
- Certified Business Analysis Professional (CBAP) — IIBA
- Certified Scrum Master (CSM) — Scrum Alliance

LANGUAGES

English: Professional Working Proficiency | **Arabic:** Native

OPEN TO CONVERSATION

I understand this is a conversation-first approach. I'm interested in exploring alignment — not rushing into titles or structures. If BrainyFred's mission and my experience create potential for meaningful partnership, I'd welcome a discussion about how I might contribute as a strategic thinking partner.