

# AHMED NASR

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## Chief Digital Officer Candidate

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### EXECUTIVE SUMMARY

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**Chief Digital Officer** with 20+ years driving digital transformation, innovation, and technology integration across consumer electronics, e-commerce, FinTech, and healthcare sectors in GCC and Egypt.

Proven track record leading digital strategy development and execution—scaled e-commerce platform operations from 30,000 to 7 million daily orders (233x growth). Expert in e-commerce platform optimization, data analytics, digital marketing strategy, and customer experience enhancement. Currently leading \$50M digital transformation with AI integration, cybersecurity governance, and enterprise data analytics across 15-facility healthcare network.

Combines strategic vision with hands-on technology expertise to drive innovation, enhance online presence, and deliver measurable business performance through KPI-driven digital initiatives.

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### CORE COMPETENCIES

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Digital Strategy	E-commerce & Online Sales	Digital Innovation
Digital Transformation	Customer Experience (CX)	Data Analytics & Insights
Technology Integration	Digital Marketing Strategy	AI & Emerging Technologies
E-commerce Platform Optimization	User Experience (UX)	Cybersecurity Governance
	Team Leadership	

Digital Strategy	E-commerce & Online Sales	Digital Innovation
Performance Metrics & KPIs		Strategic Partnerships
P&L Ownership	Change Management	Agile Methodologies

## PROFESSIONAL EXPERIENCE

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

**Al Araby Group** | Egypt | Jan 2020 – Jan 2021 One of Egypt's largest consumer electronics and home appliances retailers

Led end-to-end digital transformation and e-commerce strategy for leading consumer electronics retailer, driving innovation and customer experience enhancement.

- **Digital Strategy:** Developed comprehensive digital roadmap aligned with business goals, integrating e-commerce, digital marketing, and omnichannel customer experience
- **E-commerce Platform Optimization:** Led platform development and optimization to boost online sales, conversion rates, and customer engagement
- **Customer Experience:** Enhanced digital customer journey through user-friendly interfaces, personalized content, and seamless omnichannel interactions
- **Data Analytics:** Implemented analytics frameworks to gain insights into customer behavior, market trends, and business performance metrics
- **Digital Marketing:** Oversaw digital marketing initiatives including SEO, SEM, social media, and performance marketing campaigns
- **Technology Integration:** Integrated digital technologies across inventory, logistics, CRM, and customer service operations
- **Innovation:** Identified and evaluated emerging technologies and digital trends to enhance product offerings and competitive positioning
- **Team Leadership:** Built and led cross-functional digital and IT teams, fostering culture of innovation and continuous improvement
- **Cybersecurity:** Implemented security measures protecting customer data and digital assets
- **KPIs:** Established performance metrics dashboard tracking online sales, customer acquisition, engagement, and satisfaction

## **PMO & Regional Engagement Lead**

**Saudi German Hospital Group** | Dubai, UAE | Jun 2024 – Present 15-hospital healthcare network across KSA, UAE, and Egypt

Leading enterprise-wide digital transformation with focus on innovation, data analytics, and technology integration.

- **Digital Transformation:** Driving \$50M technology transformation program across 15 facilities
  - **Innovation:** Delivering AI-powered clinical decision support systems and advanced analytics solutions
  - **Data Analytics:** Implementing enterprise data warehouse and business intelligence platforms for data-driven decision making
  - **Technology Integration:** Integrating cutting-edge EMR, telemedicine, and analytics solutions across hospital network
  - **Strategic Partnerships:** Partnering with U.S. healthcare technology leaders (Health Catalyst, KLAS Research)
  - **Cybersecurity:** Ensuring HIPAA-compliant data security and patient privacy protection
  - **Team Leadership:** Managing cross-functional teams of 30+ professionals
  - **Performance Metrics:** Defining and monitoring KPIs measuring digital initiative success and ROI
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## **Product Development Manager**

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

Led digital product strategy and e-commerce operations during hypergrowth phase.

- **E-commerce Growth:** Scaled platform from 30,000 to 7 million daily orders across GCC (233x growth)
  - **Customer Experience:** Delivered customer-centric features enabling seamless digital interactions at massive scale
  - **Data Analytics:** Utilized analytics to inform product decisions and optimize customer journey
  - **Innovation:** Drove product innovation and feature prioritization supporting rapid market expansion
  - **Digital Strategy:** Coordinated strategic direction between Berlin HQ and GCC/Egypt markets
  - **Performance Metrics:** Implemented KPI frameworks measuring platform performance, customer satisfaction, and operational efficiency
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## **Country Manager**

**PaySky, Inc.** | Egypt | Apr 2021 – Jan 2022

Led market entry and digital strategy for Egypt's first comprehensive SuperApp.

- **Digital Innovation:** Designed SuperApp architecture integrating payments, banking, e-commerce, and lifestyle services
  - **Digital Strategy:** Developed go-to-market strategy targeting digital inclusion for underbanked population
  - **Strategic Partnerships:** Established partnerships with financial institutions and technology providers
  - **E-commerce Integration:** Created platform ecosystem connecting merchants, consumers, and financial services
  - **Customer Experience:** Designed user-centric digital journeys for diverse customer segments
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## **PMO Section Head**

**Network International** | Egypt | Sep 2014 – Jun 2017

Built enterprise PMO managing digital payments transformation across emerging markets.

- **Digital Transformation:** Managed 300+ concurrent digital banking and payments projects across 8 countries
  - **Technology Integration:** Delivered mobile commerce portfolio including mobile wallets, cardless transactions, cross-border payments
  - **Team Leadership:** Recruited and developed team of 16 Project Managers
  - **Strategic Partnerships:** Managed integrations with Visa, Mastercard, and regional banking partners
  - **Performance Metrics:** Standardized KPI-driven project delivery methodology
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## **Engagement Manager**

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

Delivered digital and operational transformation consulting for enterprise clients including Mayo Clinic, AT&T, Cisco, and Warner Brothers.

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## EDUCATION

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**MBA, Master in International Business Administration** Paris ESLSCA Business School | Global Management | 2025-2027 (Expected)

**Bachelor's Degree in Information Technology** [University Details]

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## CERTIFICATIONS

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- Project Management Professional (PMP) – PMI
  - Certified Scrum Master (CSM) – Scrum Alliance
  - Certified Scrum Product Owner (CSPO) – Scrum Alliance
  - Certified Business Analysis Professional (CBAP) – IIBA
  - Lean Six Sigma Certified – SUNY
  - ITIL Foundations
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## KEY ACHIEVEMENTS

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Metric	Achievement
\$50M	Current digital transformation program
233x	E-commerce platform growth (30K → 7M daily orders)
300+	Concurrent digital projects managed
8	Countries across digital transformation programs
15	Facilities in current healthcare digital transformation
30+	Cross-functional team members led

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## INDUSTRY EXPERTISE

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- **Consumer Electronics & Retail** (Al Araby Group)
- **E-commerce & Digital Platforms** (Talabat/Delivery Hero)
- **FinTech & Digital Payments** (PaySky, Network International)
- **Healthcare Technology** (Saudi German Hospital Group)