AHMED NASR

AI & Business Transformation Leader | Engagement Management | GCC Enterprise Advisory

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EXECUTIVE SUMMARY

Senior transformation leader with 20+ years driving AI-enabled business transformation across GCC enterprise clients. Proven track record leading large-scale consulting engagements ($25M+), translating client strategy into prioritized AI use cases, and ensuring initiatives are strategically sound, commercially viable, and adoption-ready. Deep expertise in AI value articulation, operating model design, governance frameworks, and stakeholder alignment. Bridges business strategy with technical execution, working closely with AI engineers and data teams while maintaining focus on business outcomes and human-centric transformation.

CORE COMPETENCIES

- **AI-Enabled Transformation:** Lead AI initiatives from business problem definition through decision-ready recommendations; translate strategy into prioritized AI use cases
- **Engagement Management:** Structure and manage complex consulting engagements including hypotheses, workplans, risks, and stakeholder communication
- **AI Operating Models & Governance:** Design governance frameworks, decision rights, and adoption-ready AI implementation strategies
- **Value Articulation:** Define AI readiness maturity, value hypotheses, success metrics, and business case development for executive audiences
- **Technical Collaboration:** Work effectively with AI engineers, data scientists, and vendors to validate feasibility, data readiness, and delivery assumptions
- **Executive Advisory:** Exceptional stakeholder management and executive communication; advise C-level leadership on transformation strategy
- **GCC Enterprise Experience:** Deep experience with large enterprise clients across UAE, KSA, and Egypt

PROFESSIONAL EXPERIENCE

AI Transformation Lead & Regional Engagement Director
TopMed (Saudi German Hospital Group) | UAE, KSA, Egypt
June 2024 – Present
$25M+ AI-Enabled Transformation | GCC Enterprise | Reports to Group CEO

- **AI-Enabled Consulting Engagement:** Lead business-led AI transformation initiatives from problem definition through decision-ready recommendations across three-country healthcare enterprise

- **AI Use Case Design:** Translate client strategy and operational challenges into clear, prioritized AI use cases including clinical decision intelligence, predictive analytics, and process automation
- **AI Governance & Operating Model:** Advise executive leadership on AI-enabled operating models, governance frameworks, and decision rights for responsible AI adoption
- **Value Articulation:** Define AI readiness maturity levels, value hypotheses, success metrics, and adoption implications; present transformation roadmaps to executive stakeholders
- **Technical Collaboration:** Work closely with AI engineers, data scientists, and technology vendors to validate feasibility, data readiness, and delivery assumptions
- **Stakeholder Management:** Lead executive workshops, steering committees, and co-creation sessions; bridge strategy and execution across business and technical teams
- **Change Management:** Ensure AI initiatives are adoption-ready with clear change management and human-centric implementation approach

Country Manager & Strategic Transformation Advisor
PaySky (FinTech) / El Araby Group | Egypt
2019 – 2022
FinTech Transformation | Full P&L Ownership | Executive Advisory

- **Transformation Engagement Leadership:** Led end-to-end digital transformation engagements including SAP S/4HANA implementation with full commercial accountability
- **Operating Model Design:** Designed and implemented new operating models across finance, operations, and technology functions
- **Executive Advisory:** Advised board and C-level executives on technology strategy, transformation roadmaps, and value realization
- **Complex Value Propositions:** Developed business cases, investment recommendations, and strategic narratives for executive decision-making
- **Stakeholder Alignment:** Managed complex stakeholder environments across business, technology, and external vendors

Product Development & Transformation Manager
Talabat (Delivery Hero SE) | Egypt
2017 – 2018
Consumer Tech Scale-up | 230x Growth | Data-Driven Transformation

- **Data & Analytics Initiatives:** Led data-driven transformation initiatives supporting hypergrowth scaling from 30K to 7M daily transactions
- **Human-Centered Design:** Focused on customer experience optimization and user-centric product development
- **Cross-Functional Collaboration:** Bridged strategy, design, and execution across product, engineering, and operations teams

PMO Section Head & Transformation Lead

EMP (Network International) | Egypt
2014 – 2017
Banking & Payments | 300+ Projects | Built Practice from Scratch

- **Practice Building:** Built transformation practice from scratch, establishing governance frameworks, playbooks, and delivery standards
- **Large Enterprise Engagements:** Led transformation engagements across banking and financial services clients in African markets
- **Value Creation:** Delivered 3x profit growth through structured engagement management and data-driven decision frameworks
- **Thought Leadership:** Developed methodologies, templates, and best practices that scaled across the organization

AI & TRANSFORMATION ACHIEVEMENTS

- **$25M+ AI Transformation:** Leading multi-country AI-enabled transformation with clinical decision intelligence, automation, and predictive analytics
- **40% Efficiency Gains:** Delivered through AI-powered process automation and intelligent decision support
- **AI Governance Frameworks:** Designed adoption-ready governance structures ensuring responsible AI deployment
- **3x Value Creation:** Achieved through structured transformation engagement and data-driven operating model design

AI KNOWLEDGE & CAPABILITIES

- **AI Use Cases:** Decision intelligence, process automation, predictive analytics, intelligent copilots, clinical AI
- **AI Value Creation:** Business case development, ROI articulation, maturity assessment, adoption planning
- **AI Governance:** Operating models, decision rights, ethical frameworks, change management
- **Data Readiness:** Data architecture, integration requirements, feasibility validation with technical teams
- **Tools & Platforms:** Power BI, Tableau, Power Platform (Power Apps, Power Automate), SAP S/4HANA

EDUCATION

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

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

CERTIFICATIONS

- Project Management Professional (PMP) — Project Management Institute
- Certified Business Analysis Professional (CBAP) — IIBA
- Certified Scrum Master (CSM) — Scrum Alliance
- Lean Six Sigma — Yellow Belt

LANGUAGES

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