

AHMED NASR

Chief Digital Officer Candidate

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EXECUTIVE SUMMARY

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.

CORE COMPETENCIES

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
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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.

EDUCATION

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

Bachelor's Degree in Information Technology [University Details]

CERTIFICATIONS

- 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

KEY ACHIEVEMENTS

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

INDUSTRY EXPERTISE

- **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)