# Ahmed Nasr

## HealthTech Digital Transformation Expert & Regional Engagement Leader

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## Professional Summary

A distinguished Digital Transformation Expert and Regional Engagement Leader with over 20 years of experience, driving innovation and operational excellence across FinTech, healthcare, and e-commerce sectors. Adept at leading large-scale digital projects, managing high-performance cross-functional teams, and delivering transformative business solutions.

## Professional Experience

### Acting PMO & Regional Engagement Lead
TopMed (Saudi German Hospital Group - SGH) | KSA, UAE, Egypt
June 2024 - Present

- Leading HealthTech Digital Transformation across SGH Group in KSA, UAE & Egypt
- Strategic Partnerships with Health Catalyst and KLAS Research (US healthcare providers)
- PMO Framework: Established structured PMO for large-scale HealthTech projects
- Enterprise Data Strategy: Implemented Health Catalyst EDW for real-time analytics
- AI Clinical Decision Support: Deployed AI-driven CDS for diagnostics and patient safety
- Patient Digital Engagement: Launched telemedicine, mobile apps, and engagement portals
- Operational Efficiency: Data-driven insights streamlined workflows, reduced costs
- Healthcare Compliance: Aligned with JCI, HIMSS, and MOH regulations

### Country Manager
PaySky & Yalla SuperApp (Acquired by ENPO) | Egypt
Apr 2021 - Jan 2022

- P&L Leadership: Managed operating budgets, achieved financial OKRs, drove revenue growth
- Business Strategy: Directed market mapping, product strategy, data analytics, client insights
- People Leadership: Managed cross-functional teams, headcount, budgets, and resources

- Sales & Revenue: Enhanced client relationships, closed high-value deals, up-selling strategies
- GTM: Built world-class Go-To-Market team for B2B and B2C success

### Head of Strategy & VP Advisor
El Aroby Group | Egypt
Jan 2020 - Dec 2021
- SAP S/4HANA Implementation: Led successful ERP implementation, streamlined business processes
- Health ERP System: Led Aroby Hospital implementation (Mayo Clinic system equivalent)
- Strategic Planning: Developed multi-year strategic business plans, organizational alignment
- Mentorship: Advised executive teams on operations, marketing, and financial planning

### CEO & Business Partner
Soleek Lab | Egypt
May 2018 - Jul 2019
- Business Development: Spearedheaded strategic planning and customer engagement strategies
- Operational Management: Enhanced project delivery and customer satisfaction
- Company Growth: Drove growth through innovation and project excellence

### PMO Section Head
EMP (Acquired by Network International) | Egypt
Sep 2014 - Jun 2017
- PMO from Scratch: Built PMO for African bank projects, integrated with central banks
- Strategic Dashboard: Developed proactive decision-making dashboard, increased net profit 3x
- Project Automation: Implemented Microsoft Project Server on cloud, managed 300 concurrent projects

### Product Development Manager
Talabat (Delivery Hero SE) | Egypt
Jun 2017 - May 2018
- Regional Liaison: Focal point between Berlin HQ and MENA region companies
- Office Setup: Established Egypt office, managed software engineers, account/product managers
- Scale Achievement: Moved daily orders from 30K to 7M through operational excellence
- Tracking & Excellence: Implemented tracking features, enhanced customer experience

### Project Manager
Intel, Microsoft, Revamp Consulting | Global / Egypt
2007 - 2014
- Successfully managed and delivered multiple software engineering projects
- Regional engagement and technical leadership
- Various consulting engagements in technology and operations

## Education

**MBA (In Progress)** - Sadat Academy for Management Sciences | Expected 2026
**BSc. Computer Sciences & Business Administration** - Sadat Academy for Management Sciences | June 2006

## Certifications

Project Management Professional (PMP) | Certified Scrum Master (CSM) | Certified Business Analysis Professional (CBAP) | Microsoft Certified Application Developer (MCAD) | Microsoft Certified Professional (MCP) | Lean Six Sigma Certified Professional | Six Sigma (Multiple Certificates)