

# AHMED NASR

Digital Transformation Executive | Banking & FinTech Leader | Head of Digital  
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## EXECUTIVE SUMMARY

Senior digital transformation executive with 20+ years driving large-scale digital programs across banking, fintech, and enterprise environments. Proven track record leading digital strategy, implementing AI-driven enhancements, and delivering automation solutions that improve customer experience and operational efficiency. Deep expertise in digital platforms, API integrations, and cross-functional program delivery. Strong leadership in managing vendor relationships, fintech partnerships, and multi-stakeholder environments within regulated financial services.

## DIGITAL LEADERSHIP EXPERTISE

- **Digital Transformation Strategy:** Led enterprise-wide digital transformation roadmaps across banking, fintech, and healthcare sectors with measurable business impact
- **Platform Modernization:** Drove modernization of digital platforms including enterprise systems, customer-facing applications, and omnichannel solutions
- **AI & Automation:** Implemented AI-driven enhancements and automation tools achieving 40% efficiency gains; experience with intelligent process automation and decision support systems
- **API & Integration:** Led SAP S/4HANA enterprise integration programs; experience with API frameworks, system integration, and data platform architecture
- **Customer Experience:** Focused on digital customer journey optimization, process simplification, and user adoption strategies
- **Security & Compliance:** Ensured digital solutions meet regulatory standards and compliance requirements within financial services environments
- **Vendor & Fintech Management:** Extensive experience managing vendor relationships, evaluating fintech partnerships, and coordinating multi-vendor delivery

## PROFESSIONAL EXPERIENCE

### Acting PMO Director & Digital Transformation Lead

TopMed (Saudi German Hospital Group) | UAE, KSA, Egypt  
June 2024 – Present

\$25M+ Digital Transformation | Multi-Country Operations | Reports to Group CEO

- **Digital Transformation Roadmap:** Lead the organization's digital transformation strategy across three countries, driving key digital initiatives and platform modernization
- **AI-Driven Enhancements:** Implemented AI-powered clinical decision support systems and predictive analytics, introducing modern technologies to enhance service delivery

- **Automation & Process Simplification:** Deployed intelligent automation using Power Platform, achieving 40% efficiency gains through digital process optimization
- **Platform Performance:** Monitor digital KPIs, adoption rates, and platform performance; report to executive leadership on transformation progress
- **Cross-Functional Collaboration:** Collaborate with IT, Operations, and Business Units to deliver impactful digital solutions aligned with organizational strategy
- **Vendor Management:** Manage vendor relationships across technology partners and implementation providers in multi-vendor environment

### **Country Manager & VP Digital Strategy**

PaySky (FinTech) / El Araby Group | Egypt

2019 – 2022

*FinTech Digital Services / Full P&L Ownership / Digital Platform Leadership*

- **Digital Financial Services:** Led digital strategy for fintech operations, driving digital payment solutions and customer-facing platform development
- **Enterprise Digital Platforms:** Oversaw SAP S/4HANA implementation including API integrations, data architecture, and system modernization
- **Digital Onboarding & Automation:** Drove digital process simplification and automation across finance, operations, and customer-facing functions
- **Fintech Partnerships:** Evaluated and managed fintech partnerships and technology vendor relationships
- **Regulatory Compliance:** Ensured digital solutions met regulatory and compliance standards within financial services environment
- **Strategic Decision-Making:** Presented digital roadmaps and investment recommendations to board; strong leadership and communication at executive level

### **PMO Section Head — Banking Technology**

EMP (Network International) | Egypt

2014 – 2017

*African Banking Portfolio / 300+ Projects / Digital Banking Solutions*

- **Banking Industry Experience:** Led digital and technology programs serving banking clients across African markets within leading payment solutions provider
- **Digital Platform Delivery:** Managed delivery of banking technology solutions including digital channels and payment platforms
- **Digital KPIs & Analytics:** Implemented executive dashboards and analytics platforms; monitored performance metrics driving 3x profit growth
- **Cross-Functional Leadership:** Managed large stakeholder groups across banking clients, technology teams, and executive leadership
- **Scalable Solutions:** Designed governance frameworks ensuring secure, compliant, and scalable technology delivery

## **Product Development Manager**

Talabat (Delivery Hero SE) | Egypt

2017 – 2018

*Digital Consumer Platform / 230x Growth / Mobile & Web Channels*

- **Digital Channel Scaling:** Led digital platform scaling from 30K to 7M daily orders, ensuring mobile and web channel performance at massive scale
- **Customer Experience:** Focused on digital customer journey optimization and omnichannel experience across mobile and web platforms
- **Platform Performance:** Monitored digital KPIs, adoption rates, and platform health during hypergrowth phase

## **DIGITAL TRANSFORMATION ACHIEVEMENTS**

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- **\$25M+ Digital Program:** Leading enterprise-wide digital transformation across healthcare organization with AI, automation, and platform modernization
- **40% Efficiency Gains:** Delivered through intelligent automation and digital process simplification
- **SAP S/4HANA Integration:** End-to-end enterprise platform implementation with API integration and data architecture
- **3x Profit Growth:** Achieved through digital analytics and data-driven decision platforms (Network International)
- **230x Platform Scale:** Digital channel growth from 30K to 7M daily transactions (Talabat)

## **TECHNICAL COMPETENCIES**

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- **Digital Platforms:** Enterprise digital transformation, omnichannel solutions, mobile and web platforms
- **AI & Automation:** AI-driven enhancements, intelligent automation, Power Platform (Power Apps, Power Automate)
- **API & Integration:** SAP S/4HANA, enterprise system integration, API frameworks, data architecture
- **Analytics:** Power BI, Tableau, executive dashboards, digital KPI monitoring
- **Security & Compliance:** Regulatory compliance, risk governance, security standards in financial services

## **EDUCATION**

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

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

## CERTIFICATIONS

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- 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

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