

# 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.

### Core Competencies

Digital Transformation, HealthTech & Healthcare IT, ERP/HIS Systems (SAP S/4HANA), Enterprise Data & Analytics (Health Catalyst EDW), AI-Powered Clinical Decision Support, Patient Engagement Platforms, Telemedicine & Mobile Health, Process Automation

### Professional Experience

#### **Acting PMO & Regional Engagement Lead / TopMed (Saudi German Hospital Group - SGH)**

June 2024 - Present | KSA, UAE, Egypt

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

#### **Country Manager / PaySky & Yalla SuperApp (Acquired by ENPO)**

Apr 2021 - Jan 2022 | Egypt

- Managed operating budgets, achieved financial OKRs, drove revenue growth
- Directed market mapping, product strategy, data analytics, client insights
- Managed cross-functional teams, headcount, budgets, and resources
- Enhanced client relationships, closed high-value deals, up-selling strategies
- Built world-class Go-To-Market team for B2B and B2C success

#### **Head of Strategy & VP Advisor / El Aroby Group**

Jan 2020 - Dec 2021 | Egypt

- Led successful ERP implementation, streamlined business processes
- Led Aroby Hospital implementation (Mayo Clinic system equivalent)
- Developed multi-year strategic business plans, organizational alignment
- Advised executive teams on operations, marketing, and financial planning

## **CEO & Business Partner | Soleek Lab**

*Sep 2018 - Jul 2019 | Egypt*

- Spearheaded strategic planning and customer engagement strategies
- Enhanced project delivery and customer satisfaction
- Drove growth through innovation and project excellence

## **PMO Section Head / EMP (Acquired by Network International)**

*Sep 2014 - Jun 2017 | Egypt*

- Built PMO for African bank projects, integrated with central banks
- Developed proactive decision-making dashboard, increased net profit 3x
- Implemented Microsoft Project Server on cloud, managed 300 concurrent projects

## **Product Development Manager | Talabat (Delivery Hero SE)**

*Jun 2017 - May 2018 | Egypt*

- Focal point between Berlin HQ and MENA region companies
- Established Egypt office, managed software engineers, account/product managers
- Moved daily orders from 30K to 7M through operational excellence
- Implemented tracking features, enhanced customer experience

## **Project Manager | Intel, Microsoft, Revamp Consulting**

*2007 - 2014 | Global / Egypt*

- Successfully managed and delivered multiple software engineering projects
- Regional engagement and technical leadership
- Various consulting engagements in technology and operations

## **Education**

### **MBA (In Progress) - Business Administration**

*Sadat Academy for Management Sciences | Expected 2026*

### **BSc. Computer Sciences & Business Administration - 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)