

# 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) 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)
- 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) Apr 2021 - Jan 2022

Egypt

- 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**

Jan 2020 - Dec 2021

Egypt

- 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**

May 2018 - Jul 2019

Egypt

- Business Development: Spearheaded 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)** Sep 2014 - Jun 2017

Egypt

- 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)** Jun 2017 - May 2018

Egypt

- 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**

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

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### **MBA (In Progress)**

Sadat Academy for Management  
Sciences

Expected 2026

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

Sadat Academy for Management  
Sciences

June 2006

## CERTIFICATIONS

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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)