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## Summary

Strategic finance and analytics leader with 20+ years' experience across telecom, retail, and F&B sectors. Proven track record in data science, investment analysis, and customer strategy. Expert in financial modeling, process optimization, and digital transformation using Python, ERP systems, and AI technologies. Passionate about leveraging AI to optimize business outcomes, improve forecasting accuracy, and enhance decision-making at scale.

## Experience

### Senior Manager - Strategic Finance & Analytics

#### Telecommunications Sector

2018 - Present

- Led financial forecasting, investment evaluation, and ERP integration projects.
- Developed AI-based tools for financial analysis and reporting automation.
- Acted as advisor to CFO on cross-functional strategic initiatives.

### Data Science Consultant

#### Retail & F&B Sectors

2020 - Present

- Built machine learning models for customer churn prediction and sales forecasting.
- Developed dashboards for KPI tracking and operational decision support.
- Implemented AI solutions to optimize supply chain, dynamic pricing, and customer segmentation.
- Supported digital transformation initiatives by integrating AI in business intelligence tools and decision systems.

## Customer Relations Senior Manager

### Telecommunications Sector

2009 - 2018

- Managed loyalty, CRM, and satisfaction programs-boosting satisfaction from 45% to 77%.
- Led teams of 400+ with accountability for KPI design, operations, and knowledge systems.

## Sales & Support Management Roles

### Telecommunications Sector

2003 - 2009

- Oversaw sales call center operations, reporting, and team development.
- Delivered quality control and performance management programs.

## Education & Certifications

- MIBA, ESLSCA Business School
- B.Sc. in Commerce
- Certified in Data Science, MCSE, Oracle DBA, and Project Management
- COPC - Customer Operations Performance Center
- Certified in AI for Business Strategy & Applications

## Technical Skills

Python · Excel · ERP Systems · Financial Modeling · BI Tools · ML & AI · SQL · CRM · Data

Visualization

## Languages

Arabic (Native), English (Fluent)

## Achievements

- Launched branch-level budgeting system in F&B sector.
- Recognized as Best Division Manager (2010).
- Spearheaded machine learning tools for churn detection and profit forecasting.
- Integrated AI-powered dashboards to automate financial performance reviews.

References available upon request