

# MINA IBRAHIM

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## BUSINESS & TECHNOLOGY LEADER, INNOVATOR & STRATEGIST

Reshaping business, promoting digital transformation, and creating innovative strategies that deliver powerful, experience driven and revenue-generating solutions

Digital Transformation Strategist with 10+ years of experience in delivering digital transformation vision for telecom-operators to develop their offering from being a network enabler to a service creator. Strong exposure to develop digital customer experience with a quick-win delivery methodology. Fast learner with in depth business acquaintance and deep experience value creation and argumentation. Proven self-motivation, with creative thinking and problem-solving capabilities.

### AREAS OF EMPHASIS

- Digital Strategy & Transformation
- Virtualization & Cloud Computing
- Presales Business & Technology alignment
- Fintech & Blockchain
- IOT Development & Monetization
- Data Interpretation & Monetization

### EXPERIENCE HIGHLIGHTS

Ericsson Egypt Limited, Cairo, Egypt

#### Lead Solution Architect | Digital Services | Oct 2016 - Present

Promoted to provide senior level consultancy, inspire innovation, and drive change within customers and internal organizations. Working in presales to ensure capturing the customer requirement and envision thought leadership in the digital arena through crafting digital implementation strategies and adopting DevOps & innovative business models to deliver customer solutions. Experience in working in Bid process including responding to statement of compliance, crafting solution documents & handling third party contracts as well as pricing

- Led **digital transformation roadmap**, including consulting C-level on how to construct a quick win transformation plan.
- Structured the **IT and Cloud roadmap** for greenfield & brown field customers based on **standard enterprise architecture**.
- Managed **sales funnel** for customer account, structured yearly **account plan** based on customer strategy and objectives.
- Designed the **digital operator experience** for telecom customer, including **omni channel experience**, customer empowerment, Do-It-Yourself (DIY) concepts and full customer personalization approach.
- Orchestrated IT full stack RFP response including both **technical and commercial offering**, including managing **50+ resources** from different organizations internal and external as well as different parts of the world. Negotiating quotations from **20+ third parties**.
- Managed the operational expenses for the bid and optimized it through employing different internal organizations to do the required tasks based on the required skills and the assigned cost.

Ericsson Egypt Limited, Cairo, Egypt

#### Experienced Solution Architect | Digital Services | Dec 2014 – Oct 2016

Orchestrated a full engagement plan to safeguard our IT position within major key account customer, designed full IT system integration solution including both Ericsson and third-party solutions to deliver a customer relationship management transformation program to achieve the customer business objectives.

- Guided customer to define measurable key performance indicator for project performance monitoring and success
- Designed **business process** enhancement for customer operations that led to **50% reduction in the average handling time** of service requests and **enhanced customer experience**.
- Designed standard product offering mapping based on **TMFORUM SID** model by transformation of current product dumps from different legacy systems into a hierarchical customer and technical facing services to achieve catalog driven architecture.
- Advised customers on **different IT architectural options** and directed them towards the best solution architecture.
- Streamlined customer objectives along with major on-going activities to identify major milestones and monitor them.

Ericsson (Rygon Corporation), Sulaymaniah, Iraq

#### CBiO Business Configuration Consultant | Consulting & System Integration | May 2013 – Nov 2014

Selected to lead the revenue management business configuration team for delivering product offering to the market. Consulted the customer product development teams for revenue generating products & services. Developed a methodology for solution design that **reduced the solution analysis phase by more than one month** thus enhancing the time to market to deliver products & services.

- Designed and implemented postpaid credit limit solution on Ericsson convergent charging system including the design of the credit limit handler specifications on billing system that **reduced project cost by 30%**.
- Designed and implemented postpaid structure on charging system including the mapping between large account configuration on billing system (BSCS) and shared account configuration on charging system.
- Designed and implemented prepaid hybrid roaming service for postpaid/prepaid charging based on location.
- Designed workarounds that helped to overcome system limitations **for customer satisfaction**.
- Supported in the development of the migration scripts from legacy system to Ericsson charging system.

Orange Telecom, Cairo, Egypt

#### **Charging Solutions Sr. Engineer | Products and Services Department | May 2010 - April 2013**

Received executive mandate to revitalize the charging solutions team organization for superior delivery quality and enhanced time to market. Conceptualized a streamlined delivery organization and improved competencies by leading a team of technical experts to design, implement, and enforce best practices that reduced the **error occurrence by 80%**. Steered business and technology process improvements that **increased the delivery efficiency by 30%**.

- Developed complex tariff promotions that handle **10M+** subscriber rating and lifecycle. Managed the administration of the prepaid revenue management system; responsible of the charging for **35M** prepaid customers.
- Led system integration project for complete integration between Billing & Charging system preparing Mobinil environment for subscriber convergence roadmap.
- Ensured seamless systems upgrade for around **35M** subscribers by validating the upgrade procedure.
- Managed Mobinil Data Charging Swap RFQ & requirement gathering, solution analysis, business configuration.

Orange Telecom, Cairo, Egypt

#### **IN Architecture Engineer | Products and Services Department | Jan 2008 May 2010**

Selected to Lead system swap migration of **25M** prepaid subscribers from legacy system to Ericsson charging system; designed system integration for **8+** external third-party platforms, managed and monitored development and testing progress as well as launching activities.

- Managed voucher server migration of **100M** scratch cards from legacy system to Ericsson Voucher Server; developed a migration strategy plan for secure migration of voucher recharge code.
- Developed a methodology for disaster recovery system that **reduced the risk of data loss period to 30 seconds** and balanced between the risk of revenue loss and the OPEX from introduction of new systems.

### **EDUCATION & CREDENTIALS**

The American University In Cairo (AUC), Cairo, Egypt

#### **Masters of Business Administration (AACSB) | Sept 2011 Dec 2013**

GPA: 3.8, Highest Honors, Concentration: Finance

**Fellowships:** Graduate Merit Fellowship

**Activities:** Joined the Social Entrepreneurship collaborative course with George Washington University.

Ain Shams University (ASU), Cairo, Egypt

#### **BSc. Electronics and Communications Engineering | Sept 2002 June 2007**

Grade: Excellent with honors, ranked 10<sup>th</sup> in graduating class of 2007

**Graduation Project:** UMTS Radio Network Planning and Optimization, Grade Excellent

Awarded Academic Achievement Scholarship

### **AWARDS & OTHER INFORMATION**

#### **Certificate of Excellence – Innovation Award 2018**

Awarded by Ericsson Global in 2018 for contribution in Ericsson global innovation competition and winning the **1<sup>st</sup> place**.

#### **Certificate of Recognition – Innovate Everyday Award**

Awarded by Ericsson Egypt customer unit head in 2016 for contribution in Ericsson global innovation competition and winning the **3<sup>rd</sup> place**.

#### **Products and Services Department Recognition Certificate**

Awarded by Mobinil Products and Services director in 2012 for the contribution to the success story of EAI integration project

#### **Mobinil Recognition Certificate**

Awarded by Mobinil Products and Services director in 2009 for the effort done and contributing in the success story of IN Swap Project and BSCS-IX migration Project

*Fluent in Arabic and English (spoken and written).*

*TOEFL: 106, IELTS Academic: 8.0, IELTS General Training: 8.5*