

# FATIMA AL-ZAHRA

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## EXECUTIVE SUMMARY

Senior data science leader with 12+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

|                        |                    |                        |
|------------------------|--------------------|------------------------|
| Strategic Leadership   | Team Management    | Digital Transformation |
| Statistics             | A/B Testing        | Process Optimization   |
| Stakeholder Management | P&L Responsibility | Change Management      |

## PROFESSIONAL EXPERIENCE

### Research Scientist

Meta | 2012 - Present

- Spearheaded enterprise-wide data science transformation initiatives impacting 1104+ employees
- Delivered \$10M+ in annual revenue growth through strategic statistics implementations
- Built and led global teams of 28 professionals across 7 countries
- Reduced operational costs by 39% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

Master of Technology | University of Melbourne | 2010

Bachelor of Science in Data Science | University of Melbourne | 2008

### Professional Certifications:

- Microsoft Azure Data Scientist
- AWS Certified Machine Learning