

# Wajeeha Shah

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## PROFESSIONAL SUMMARY

- Experienced in **data-driven performance management** and independent AI strategy case development focused on banking use cases (**AML optimization and GenAI enablement**).
- Specialized in AI value modeling, governance-aware initiative design, and structured execution planning in regulated enterprise environments, applying stakeholder collaboration and **negotiation skills** to align priorities and balance competing constraints.
- Actively deepening AI and technology literacy through structured independent case development and formal coursework, demonstrating strong motivation to apply emerging technologies in practical business contexts.
- Fluent in English and Finnish.



## CORE COMPETENCIES

### AI & Technology Strategy

- AI use case discovery and prioritization frameworks
- Value driver modeling & KPI definition
- Governance & responsible AI considerations
- Structured roadmap development

### Strategic & Analytical Execution

- Hypothesis-driven problem structuring
- Business case development
- Cross-functional stakeholder alignment
- SQL, Power BI (DAX, data modeling), Excel
- KPI architecture & variance analysis

### Stakeholder & Collaboration

- Requirements elicitation and stakeholder interviews
- Cross-functional process alignment
- Structured documentation and communication

## AI STRATEGY PORTFOLIO (SELECTED CASES)

### AML Alert Optimization — AI Value & Governance Case

- Structured AI strategy case addressing high false-positive AML alerts in regulated banking context
- Defined value drivers including FTE efficiency, investigation cycle time, and compliance quality metrics
- Modeled €100m+ compliance cost base and conservative €10–15m capture scenario under regulatory constraints
- Designed governance-aware AI intervention with human-in-the-loop oversight and model risk alignment
- Defined phased rollout and KPIs balancing cost efficiency with compliance quality

### GenAI Internal Knowledge Assistant — Enterprise Capability Case

- Positioned GenAI as enterprise knowledge access layer rather than standalone chatbot solution
- Quantified €180m+ addressable productivity friction and modeled adoption-adjusted value scenarios
- Designed governance model addressing hallucination risk, access control, and trust constraints
- Proposed phased deployment and centralized ownership structure

## EXPERIENCE

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### Junior Engineer (Reporting, Data Quality & ERP Support) | EcoAims Oy | Present

Designed and implemented an end-to-end reporting framework translating daily operational events into euro-denominated KPIs, enabling structured performance tracking for management.

- Built integrated Power BI reporting models linking operational activity to financial KPIs, enabling management visibility into value drivers.
- Defined master data and KPI logic to ensure consistent calculations across data sources
- Introduced structured data validation controls improving reporting reliability and reducing inconsistencies across operational data sources.
- Worked with operational and leadership stakeholders to **negotiate KPI definitions and reporting priorities**, aligning operational constraints with management decision requirements.

**Impact:** Established the first standardized performance tracking structure for facility-level output value and trend analysis.

- Independently developed **AI strategy portfolio** focused on **enterprise value sizing** and **governance-aware initiative design**.

### Intern | EcoAims Oy | Sept. 2025 – Dec. 2025

- Analyzed operational and workflow data using **Power BI and Excel** to identify inefficiencies and improvement opportunities
- Delivered structured insights highlighting efficiency improvement areas

### Thesis Trainee | Stora Enso Oyj | Jan. 2024 – Sept. 2024

- Extracted, analyzed, and visualized complex operational datasets to support **data-driven decision-making**.
- Conducted **stakeholder interviews**, documented reporting requirements, and translated business problems into **KPIs and analytical outputs**.
- Improved **reporting clarity and interpretability** for operational users

### Project Manager (Data-Driven Process Improvement) | Kesla Oyj | Sept. 2023 – Jan. 2024

- Led cross-functional improvement initiative focused on process optimization.
- Structured root-cause analysis using KPI tracking and variance monitoring and delivered progress reporting to management.

## EDUCATION

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### Master of Business & Technology (Incoming) Tampere University, Finland | Expected 2026

Bachelor of Engineering in Industrial Management  
Karelia University of Applied Sciences, Finland | 2021–2024

**Relevant coursework: Business Analytics, Statistics, Financial Analysis, AI Applications in Accounting and Finance.**

## CERTIFICATIONS (Selected)

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- Markets Quantitative Analysis – Citi Bank
- Finance – Citi Bank
- Business & Commercial Banking (Advanced) – Lloyds banking Group
- Data Analytics - Quantum

## REFERENCES

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Available upon request