









AI & Data Science Expert  
Kaggle Expert (Datasets & Notebooks)  
Digital Transformation Leader  
E-Commerce & Super App Architect



## Contact & Personal Details

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## Skiles

Strategic Planning & Execution.  
Business Strategy & Growth.  
Change Management.  
Team Leadership.  
Innovation & Continuous  
Improvement.  
Customer Experience Strategy.

## LANGUAGES

Arabic ★★★★★  
English ★★

## SUMMARY



- Senior Digital Transformation Leader and AI-Driven Data Science Executive with 20+ years of experience leading large-scale programs and building enterprise-grade digital ecosystems that deliver direct business impact. Deep expertise in Artificial Intelligence, Machine Learning, Generative AI, and Agentic Systems, and a **Kaggle Expert (Datasets & Notebooks)** with **36+ medals** for advanced analytics and predictive modeling.
- Led strategic initiatives generating **700M+ SAR in revenue**, increased digital adoption by **75%** and engagement by **60%**, delivered Super Apps, e-commerce platforms, loyalty ecosystems, farm-management and online veterinary clinic solutions, and digital communities, integrated SAP, Oracle Fusion, Dynamics AX, Odoo, and Infor, and built and led high-performing cross-functional teams across technology, data, product, and marketing.

## EDUCATION & Diploma



**Simplilearn in collaboration with IBM**  
Master, Data Science

2022 – 2023

**American University**  
BSc, Computer Science

2004 – 2008

**JICC Institute**  
Diploma, Programming Technology

2002 – 2004

## TECHNICAL SKILLS



- **Data Science & AI:** Data Analysis, Machine Learning, Deep Learning, Generative AI, and Agency AI.
- **AI Platforms:** ChatGPT, Perplexity, Copilot, Cursor, Claude, Kimi.
- **Python Libraries:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, TensorFlow, Keras, OpenCV.
- **ERP System:** SAP, Oracle EBS, Oracle Fusion, Microsoft AX, and Odoo.
- **Languages:** Python, C#, ASP.NET Core.
- **Data Visualization and creating reports by** Excel, MS Power BI, Cristal Report, Google Data Studio, and Google Collab.
- **Web techniques:** HTML - SCC - JavaScript - JQuery - JQuery UI – JQuery.
- **Database:** SQL Server, Oracle DBA, and MySQL.

## CERTIFICATION



- SDAIA AI Advance Knowledge 2025
- Diploma, Python Deep Learning 2022
- Diploma, Python Machine Learning 2022
- Diploma, Python Data Science 2021
- PMP (Project Management Professional) 2016

**United Group - one of AL Muhaidib Group Companies (FMCG)**

from Nov 2023 to Present

**E-commerce Manager****Key Achievements:**

- Led the **digital transformation** of the **United Group** platform, achieving **700M+ SAR digital sales** (2024–2025).
- Increased **digital user adoption** by 75% and improved **engagement** by 60% through **AI-driven personalization** and **UX optimization**.
- Delivered **40% revenue growth** by building a unified **digital sales ecosystem** with **analytics, automation, and smart operations**.
- Launched 5 strategic digital projects including **E-store, Super App** modules, **logistics App, loyalty App**, and **digital screens network**.

**Responsibilities:**

- Designed and executed **data-driven E-commerce** strategies powered by **analytics, AI insights, and automation**.
- Built **predictive dashboards** for **sales, inventory, customer behavior, and operational efficiency**.
- Streamlined digital operations by integrating **SAP, ERP, and logistics flows**.
- Managed Super App development including **Online vet clinic app, Community app, Farm management app, delivery workflows, and loyalty programs**.

**Projects:** Apple Store, Google Play Store (**United Feeds**).

United Feeds App	Mobile Sales App	E-commerce store	Build a Community
Loyalty Program	Transportation and Delivery	Online Veterinary Clinic	Farm Management

**Sizal Group Co. (Marketing - Restaurants - Online stores)**

from Feb 2022 to Oct 2023 (2 Years)

**E-commerce Projects Manager & Data Analyst****Key Achievements:**

- **Proven track record** of **Projects** in **building dashboards** and **analyzing data** across **Several industries** and **companies** using various tools: **Python, Microsoft Power BI, Google Data Studio, MYSQL, and Excel**.

**Responsibilities:**

- **Managing operational processes** in **Electronic stores**.
- **Conducting Complex data analysis**.
- **Building reports** and **Dashboards**.
- **Collaborating** with the **Sales and Marketing department** to **improve sales processes**.

**Projects:**

Hobb E-Commerce store	<a href="https://hobbapet.com/">https://hobbapet.com/</a>	Eqpt E-Commerce store	<a href="https://eqptsolution.com/">https://eqptsolution.com/</a>
Grandmas E-Commerce	<a href="https://grandmas-ksa.com/">https://grandmas-ksa.com/</a>	Rawah E-Commerce store	<a href="https://rawaahstore.com/">https://rawaahstore.com/</a>

**Candy Sugary Co. (Sweets and chocolate)**

from Jun 2016 to Feb 2022 (6 Years)

**Information System Manager****Key Achievements and Responsibility:**

- Analyzed **small and large datasets** using **ELT and EAD techniques** with **Python libraries**.
- Prepared **management reports** outlining **trends** and **predictions** based on **data**.
- Applied **accurate algorithms** to **datasets** for **effective solutions**.

**Projects:**

Qatarat E-Commerce store	<a href="https://qatarat.cafe/">https://qatarat.cafe/</a>	Mobile Application	Oracle Cloud ERP System
Kastane E-Commerce store	<a href="http://kestanealsultan.com/">http://kestanealsultan.com/</a>	POS - Foodics	HR – Jisr

Application Manager

Key Achievements and Responsibility:

- Led the development of an **E-commerce platform** using **Magento** for **ready-made products** and **WordPress**.
- Planned and implemented the **HRMS MenaITech system**, including **Payroll, Time and Attendance, Self-Service, Appraisal, Career Path, Manpower, and Recruitment Planning** for over **700 employees**.
- Implemented and managed a **Business Intelligence (BI) system** and **Data Warehouse** to support **analytics reporting** and **automation**.
- Served as the **leader** for the **ERP (Infor M3) implementation** and **planning**.
- Acted as **Project Manager** for the implementation of the **local system** and **POS (Retail Pro)** across **40 stores**.
- **Managed over 52,000 SKUs** (**fabrics for ready-made thobes, ready-made garments, and accessories**) in our ERP and POS systems.
- Led a **digital signage project** using the **SCALA system** in **40 showrooms** with **70 screens**.

Projects:

AL Shiaka E-Commerce	<a href="https://www.alshiaka.com/">https://www.alshiaka.com/</a>	Lowson ERP System	NZATAT (HRMS)
Mena I Tech	Mena Payroll	Mena HR	POS - Retail Pro

Applications Supervisor

Key Achievements and Responsibility:

- Led the **full implementation** and **Project management** of all **company systems** using **Microsoft Dynamics AX** (**HR, Payroll, Maintenance, Inventory, CRM, Catalog, and Fleet Management**) for over **950 employees**.
- Managed the project for a **Fleet Tracking System (GPS)** for **800+ buses**.
- **Integrated the Tracking System** with the **ERP system**.
- Provided **Support**, including relevant **Execution reports** and **procedural documentation**.
- Scheduled **Database application backups** using **Standard procedures**.
- **Developed reports** using **Microsoft Dynamics, X++, Crystal Reports, and Microsoft Reports**.

Projects:

ERP Microsoft Dynamics AX	ERP Open Taps	Tracking System (GPS)
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Oracle Programmer

- **General Development** System by **Oracle 6i - 10g** (**Forms - Reports - SQL - PL/SQL**).
- **Users Training** and **Provide Training** for Employees in Different Implementing Phases.