

## Hassan Jameel Ahmed

Digital Transformation Leader | AI & Data Science Expert | Kaggle Expert (Datasets & Notebooks) | E-Commerce & Super App Architect | Driving Scalable Digital Growth & Automation

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### Professional Summary

Senior Digital Transformation Leader and AI-driven Data Science Executive with 20+ years of experience leading large-scale programs and building enterprise digital ecosystems. Expert in Artificial Intelligence, Machine Learning, Generative AI, analytics strategy, and enterprise e-commerce architecture. Proven record of generating 700M+ SAR digital revenue and scaling high-performance teams across technology and business.

### Core Skills

Digital Transformation Strategy	AI & Machine Learning	Data Analytics & Visualization
Kaggle Expert	ERP Integration (SAP, Oracle, Dynamics)	Customer Experience Optimization
Business Intelligence	Leadership & Change Management	E-commerce Architecture

### Professional Experience

- E-commerce Manager – United Group (Al Muhaidib)** **Nov 2023 – Present**  
Led digital transformation achieved 700M+ SAR in digital sales. Increased adoption by 75% and engagement by 60% through AI personalization. Delivered unified sales ecosystem and launched major digital platforms including super app modules, loyalty systems, and logistics solutions.
- Data Analyst – Sizal Group** **Feb 2022 – Oct 2023**  
Managed multi-industry e-commerce operations, built advanced dashboards, and conducted deep data analysis using Python and BI tools to optimize performance.
- Information Systems Manager – Candy Sugary Co.** **Jun 2016 – Feb 2022**  
Led enterprise data analysis initiatives, ERP integrations, and AI-driven reporting systems supporting strategic decision-making.
- Application Manager – Al Shiaka (SEDCO)** **Jun 2014 – Jun 2016**  
Managed ERP, BI systems, and e-commerce platforms. Implemented HRMS for 700+ employees and digital signage systems across retail branches.
- Applications Supervisor – Rawahel Holding** **Nov 2008 – Jun 2014**  
Oversaw Dynamics AX ERP implementation for 950+ employees and integrated GPS fleet tracking systems.
- Oracle Programmer – Holy Makkah Municipality** **Sep 2005 – Nov 2008**  
Developed Oracle enterprise systems and delivered employee training programs.

### Education

Master, Data Science – American University (2004–2008)

Diploma, Programming Technology – JICC Institute (2002–2004)

### Certifications

- PMP – Project Management Professional (2016)
- Python Data Science Diploma
- Python Machine Learning Diploma
- Python Deep Learning Diploma