AHMED ELSHAMY

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Summary

Experienced product management leader specializing in **AI, Machine Learning, and data-driven solutions** tailored to the evolving needs of financial institutions. With a strong background in strategic planning, market research, and end-to-end product lifecycle management, I excel at crafting innovative value-added services that drive operational efficiency, enhance customer experiences, and align with organizational goals. My expertise lies in leveraging data and analytics to transform complex challenges into scalable, impactful solutions, ensuring that businesses stay ahead in a competitive landscape.

Recognized as an **innovative leader in AI and Financial Risk Technology,** I am passionate about blending technology and business strategy to deliver measurable results. By fostering collaboration across cross-functional teams and maintaining a customer-centric focus, I ensure that products meet market demands while exceeding stakeholder expectations. My ability to integrate cutting-edge technologies with actionable insights enables me to drive business growth and establish a strong competitive edge in the industry.

Skills

- Financial and Quantitative Modeling | FinTech | RegTech | Forensic Investigations | Risk Management | Fraud Management | SaaS | DaaS | FMaaS | Banking | Product Management | Data Analysis & Analytics | GenAI | Agentic AI | LLM & SML Building
- Microsoft Office | Excel | Power BI | Azure | Fabric | Copilot | Tableau | SAS | IBM | Oracle
- Python | R | SQL | DAX | VBA | Arabic, English – *All professional proficiency or above*

Work Experience

Senior Manager - Strategic and Transactional Value-Added Services Products - North Africa 🌐 | Network International | *New Cairo, Egypt* | **03/2025 - Present**

- **Product Strategy and Vision**
→ Developed and communicated a clear product vision and strategy for value-added services, focusing on data services, analytics, and dashboards.
→ Aligned product strategy with overall company goals and market trends.
→ Managed a total product budgeting of ARR $7.2 million.

- **Market Research and Analysis**
→ Conducted market research to identify customer needs and market opportunities in data services and analytics.
→ Analyzed competitive products and industry trends to inform product development.

- **Product Development and Management**
→ Led the end-to-end product development process, from ideation to launch, with a focus on data-driven solutions.
→ Collaborated with cross-functional teams, including engineering, design, marketing, and sales.
→ Defined product requirements and created detailed product roadmaps.
→ Developed and managed an impressive portfolio of products:
    1. 3DSecured 2.2
    2. Acquiring Digital Solutions
    3. APIs
    4. Biometric Cards
    5. Card Control
    6. Decisioning as a Service
    7. Digital Wallet
    8. Falcon Fraud Solutions
    9. Instant Card Issuance
    10. Network Advisors
    11. Network Loyalty Offering
    12. Scheme Cost Optimization
    13. Self-service Portal
    14. Tokenization (Apple Pay, Samsung Pay, Google Wallet, Meeza -*Egyptian Local Scheme*- Wallet)

• Stakeholder Management
→ Engaged with key stakeholders to gather feedback and ensure alignment with business objectives.
→ Presented product updates and performance metrics to senior management and other stakeholders.

• Customer Focus and Advisory
→ Advocated for the customer by ensuring products meet their needs and delivered exceptional value.
→ Provided advisory services to customers, helping them understand and utilize data services and analytics solutions.

• Client Engagement
→ Worked closely with account managers to present solutions to customers.
→ Translated client needs into high-impact solutions and communicated this information effectively to the product and delivery teams for flawless execution.

Senior AI & Fraud Specialist - Product Management (SERV) - Global 🌐	mastercard	*New Cairo, Egypt* **12/2023 - 03/2025**

• Managed a portfolio of over 55 banks worldwide, including the top 12 key banks in the **Middle East** region, enhancing customer performance visibility in risk management across diverse portfolios.
• Helped in the development of a comprehensive fraud risk management strategy applicable to the entire Mastercard Issuer Security Solutions users' portfolio, significantly elevating customer knowledge and engagement with Mastercard's suite of fraud solutions.
• Led the **Innovation Week Cairo Office - EEMEA 2024** initiative, showcasing leadership in shaping and energizing the event through dedication and creativity.
• Pioneered the development of "**Power DI**", an innovative Excel/Power BI hybrid model, maximizing and optimizing the use of Mastercard's fraud prevention tools by connecting and visualizing internal transactional summaries in an interactive dashboard for decision-makers.
• Collaborated with product owners to develop the newly-issued "**FMaaS - Fraud Management as a Service**" program, ensuring the delivery of optimal product parameters to Mastercard's clients and leveraging the Mastercard network for enhanced authorization strategies.
• Proactively engaged with customers to understand their needs and experiences, conducting in-depth analysis of risk management performance and trends to pinpoint opportunities for service enhancement.
• Crafted impactful regional case studies and reports for integration into both internal and external communications, further strengthening Mastercard's position in fraud prevention and risk management.
<u>Key responsibilities include:</u>
• Proactively engaging with customers to understand their needs and experiences, pinpointing opportunities for service enhancement
• Conducting in-depth analysis of customer risk management performance and trends .
• Collaborating closely with regional and global products leads to facilitating customer engagement and channel feedback into product development and management.
• Identifying opportunities for cross-selling within the AI fraud solutions array.
• Direct collaboration between my team and the Data Scientists/Engineers to facilitate the on-going development of the DI ML Model.
• Crafting regional case studies and reports for integration into both internal and external communications.

Fraud Risk Management Officer [E-Payment FRM Unit, Issuer]	CIB Egypt	*Cairo, Egypt* **08/2021 - 12/2023**

• Led the Fraud Analytics initiative to revamp the analytical model of fraud detection and prevention including the development process of the **Enterprise Fraud Solution.**
• Prepared and analyzed day-to-day and time-to-day reports for Stakeholders and Board Members, providing comprehensive summaries of FRMU activities.
• Utilized internal systems for dynamic reporting and data extraction, maximizing business intelligence outcomes.
• Analyzed and investigated suspicious authorizations, swiftly taking action to mitigate fraud risk using fraud-monitoring tools such as **Mastercard Fraud Products (Issuer Security Solutions)**, and **Visa Risk Manager (VRM)** .
• Developed and fine-tuned fraud detection methods, improving detection rates and reducing false-positive rejections.
• Established positive relationships with external law enforcement agencies to support fraud investigations.
• Coached and trained staff on fraud prevention techniques to increase awareness and reduce risk.

Senior Universal Teller	*New Cairo, Egypt* **11/2018 - 08/2021**

• Handled all cash and non-cash day-to-day operations.
• Suggested new SOP instructions to be modified based on current operations analysis and room for improvement(s).
• Acted as a Head Teller in the absence of my manager to lead multiple operation teams with excellent proficiency.

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Program and Development Consultant	[**Hub of Finance Transformation**](Hub of Finance Transformation)	*Dubai, UAE [Remote]*	**04/2022 - 07/2022**

- Created learning materials for HOFT students, including articles, presentations, and notes.
- Guided students through program/curriculum selection based on their needs and interests.
- Advised marketing strategies to enhance program modules and generate revenue.

Education

Masters of Business Administration (MBA)	[**Collège de Paris - Ascencia Business School**](Collège de Paris - Ascencia Business School)	*Paris - France*	**2024- Present**

- Dual Degree MBA - Affiliation between Ascencia Business School, RB College of United Kingdom and College de Paris.

Masters of Business Administration (MBA)	[**Royale Business College of the United Kingdom - RBC-UK**](Royale Business College of the United Kingdom - RBC-UK)	*Oxford, United Kingdom*	**2024- Present**

- The MBA program offered by **Royale Business College UK** is a comprehensive postgraduate degree designed to equip learners with advanced business management and analytical skills, awarded by **OTHM Accreditation**.

Certified International Financial Planning and Analysis (CIFPA)™ Diploma	[**European International University - Paris**](European International University - Paris)	*Paris - France*	**2024- Present**

- The **CIFPA™** Diploma by **HOFT Academy**, endorsed and approved by the prestigious **European International University - Paris (EIU-Paris),** is meticulously crafted to equip participants with cutting-edge strategic skills. Over 6,000 professionals worldwide have already transformed their careers through HOFT Academy's highly acclaimed programs.

Bachelor of Commerce and Business Administration	[**Helwan University**](Helwan University)	*Cairo, Egypt*

- Major in **Accounting** - *Assisted and volunteered in participation of General Accounting Courses among top 100 students for three consecutive years.*

Certifications

ExploreAI Academy & ALX Africa::
- Data Science Programme.

Corporate Finance Institute::
- [FPWM™ Financial Planning & Wealth Management Professional.](FPWM Financial Planning & Wealth Management Professional.)
- [FMVA® - Financial Modeling & Valuation Analyst.](FMVA - Financial Modeling & Valuation Analyst.)
- [BIDA® - Business Intelligence & Data Analyst.](BIDA - Business Intelligence & Data Analyst.)
- [CBCA® - Commercial Banking & Credit Analyst.](CBCA - Commercial Banking & Credit Analyst.)

Other Certifications:
- [SAS Certified Statistical Business Analyst using SAS 9: Regression and Modeling.](SAS Certified Statistical Business Analyst) *SAS*
- [Google Advanced Data Analytics Professional Certification.](Google Advanced Data Analytics) *Google*
- [Data Science for Investment Professionals Specialization.](Data Science for Investment Professionals) *CFA Institute*
- [CFA® Investment Foundation Certification.](CFA Investment Foundation Certification.) *CFA Institute*
- IBM Data Analyst Certification. *IBM*
- Forensic Accounting and Fraud Examination *West Virginia University*

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Tutoring & Instructing

- **Hub of Finance Transformation - HOFT Academy - Dubai, UAE :** Collaborated with HOFT to present multiple FP&A, XP&A and Generative AI programs for middle to senior management finance professionals.
  - Certified AI & Data Analytics Practitioner (C-AIDAP)™
  - Certified Chief Financial Officer (C-CFO)™
  - Certified International Financial Planning and Analysis (CIFPA)™
  - Certified Chief Strategy Officer (C-CSO)™
  - ChatGPT & Generative AI for Finance Professionals

- **360 Business Partners - Riyadh, Saudi Arabia :** Collaborated with 360 BP to present multiple XP&A, CFO-Leadership, FinTech, and Generative AI programs for middle to senior management finance professionals.
  - FP&A ADVANCED Level -Unlock Essential Skills for Advanced Financial Planning and Analysis
  - Chief Financial Officer (CFO) Course - Leadership Training for Strategic Financial Management
  - Next-Gen FP&A (XP&A) -Fundamental Level- Arabic Unlock Essential Skills for Advanced Financial Planning and Analysis
  - Data Analysis Using Advanced Excel and Power BI Course - Master Data Insights and Visualization Techniques

- **Almentor.net :** Collaborated with Almentor platform to present multiple Business and Risk Analytics courses for the masses in **Arabic** and **English**.
  - Business Analysis for Financial Institutions (Phase 1)

- **WellGrow Learning Academy :** Designing and facilitating multiple GenAI and Machine Learning programs and courses for over **45 companies** in **Egypt** and the **middle east** in both **Arabic** and **English** languages
  - Ai Strategies for Business Transformation

- **E Youth Learning :** Collaborated with E Youth platform to present **AI for Finance: The Fundamentals** course in **Arabic** for the Middle East market.

- **E3mel Business Academy :** Collaborated with E3mel Business platform to present **Applications of Artificial Intelligence in Finance** course in **Arabic** for the GCC Market.

- **AMIT Learning :** In coordination with the **Ministry of Communication and Information Technology** in Egypt, and **Google**, I'm leading multiple groups and clusters under the **Digital Egypt Pioneers Initiative - DEPI** to teach next-generation youth and equip them with the latest skillset to conquer today's digital world. Curriculum is based on the famous **Google Data Analytics certification**.

- **FEPS Business Incubator - Cairo University :** Presented multiple business analysis workshops for students and fresh graduates.
  - Business Analysis in FinTech: Demystification and Best Practices

- **Lighthouse Training Center (LHTC) - Maadi, Cairo, Egypt :** Collaborated as an adjunct professor for Corporate and Individual GenAI and Agentic AI training in Egypt and the Middle East.