

Ahmed El-Shamy

AI in Finance Educator | Dean of AI Education | Practical GenAI, FP&A & XP&A Trainer | DBA Candidate

New Cairo, Egypt | +20 100 029 3611 | ahmed@elsha.my
elsha.my | [linkedin.com/in/realelshamy](https://www.linkedin.com/in/realelshamy) | github.com/realElShamy

PROFESSIONAL SUMMARY

AI-in-Finance educator, Dean of AI Education, and DBA candidate with **more than a decade** of industry experience in fraud, payments, and risk. Teaches bilingually in Arabic and English across MENA and globally. Designs and delivers practical GenAI, financial planning and analysis (FP&A), and extended planning and analysis (XP&A) programmes, including the "AI for CFO" programme and four authored certification tracks. Bridges Mastercard and Network International fraud and payments practice with classroom and certification design.

SELECTED ACHIEVEMENTS

- Taught **200+** professionals and students across **12+ institutions** in MENA and globally, delivering bilingual GenAI and FP&A programmes for **50+ corporate clients**.
- Authored **four** certification tracks (C-AIDAP, C-CFO, CIFPA, C-CSO) and a **40-hour** "Practical GenAI in FP&A" flagship delivered to GCC corporate finance teams.
- Trained **180+** students across **6** national DEPI cohorts (Ministry of ICT and Google) and upskilled **66** staff including the CFO at Abdullatif Jameel.

CORE COMPETENCIES

Curriculum Development | Instructional Design | Course Architecture | Learning Outcomes Assessment | Assessment Design

Online & Hybrid Learning | Andragogy | Bloom's Taxonomy | Student Mentorship | Bilingual Instruction (Arabic & English)

AI in Finance | Generative AI (GenAI) | Large Language Models (LLMs) | Machine Learning (ML) | Prompt Engineering

Financial Planning & Analysis (FP&A) | Extended Planning & Analysis (XP&A) | Strategic Finance | FinTech | RegTech | GRC

TEACHING EXPERIENCE

Digisoul | New Cairo, Egypt

Dean of AI Education

11/2025 to Present

- Own academic strategy and end-to-end curriculum architecture for the AI4X and Skills4X programme portfolios.
- Design course architecture and learning pathways; define learning objectives, content structure, and assessment design across programmes.
- Ensure instructional quality and consistency as the catalogue of AI and digital-skills programmes scales.

Investment Academy (KSA) | Riyadh, Saudi Arabia

Practical AI in Finance & FP&A Trainer (GenAI, FP&A, XP&A, Strategic Finance)

12/2025 to Present

- Deliver executive programmes on applying generative AI across FP&A, XP&A, and strategic finance.
- Lead the "AI for CFO" programme, helping finance leaders turn AI into a practical driver of decision-making, performance, and operational efficiency.

Lighthouse Training & Consultancy (LHTC) | Cairo, Egypt

Practical AI in Finance & FP&A Trainer

2023 to Present

- Deliver practical GenAI and FP&A workshops across banking, finance, and marketing, in person and online, partnering with leading entities in Egypt and the Middle East.

My-Communications

07/2026 to Present

Practical AI in Finance & FP&A Trainer

- Deliver practical AI in finance and FP&A training programmes for professional audiences.

E3mel Business Academy | Cairo, Egypt

GenAI Instructor

10/2023 to Present

- Authored and deliver "Applications of AI in Finance," covering GenAI, prompt engineering, AI in financial decision-making, and AI ethics; deliver an Advanced AI for Digital Marketing series for the GCC market.

Earlier teaching (selected, for breadth): almentor (business and financial analysis, Arabic and English, to Present); 360 Business Partners (to 05/2026); HOFT Academy (Program Director and Instructor, to 06/2025); Coursinity (to 12/2025); WellGrow Training (45+ companies, to 09/2025); EYouth (AI in Finance, to 01/2025); AMIT Learning and MCIT Egypt (DEPI, Google Data Analytics, to 12/2024); FEPS, Cairo University.

CURRICULUM & PROGRAMME DEVELOPMENT

- **Signature certification programmes authored:** C-AIDAP (Certified AI & Data Analytics Practitioner), C-CFO (Certified CFO), CIFPA (Certified International FP&A), and C-CSO (Certified Chief Strategy Officer).
- **Flagship and executive programmes:** built the 40-hour "Practical GenAI in FP&A (Strategic Finance)" and the "AI for CFO" programme, with bilingual (Arabic and English) content spanning GenAI, FP&A, XP&A, data analytics, and AI ethics.

INDUSTRY EXPERIENCE

Network International | New Cairo, Egypt

Senior Manager, Risk and Fraud Product Advisory, Africa **03/2025 to Present**

- Directs a **USD 49M+** risk and fraud product portfolio for Africa (FICO Falcon, Wibmo Trident, Tokenization, 3D Secure, Decision as a Service); supplies applied fraud, payments, and decisioning case material for the classroom.

Mastercard | Cairo, Egypt

Senior AI & Fraud Specialist, Product Management (Global) **12/2023 to 03/2025**

- Managed AI fraud solutions for **55+ banks** across 12 Middle East markets; built the "Power DI" Excel and Power BI analytics model.

CIB Egypt | Cairo, Egypt

Fraud Risk Management Officer (Issuer) **08/2021 to 12/2023**

- Led fraud analytics, detection, and prevention using Mastercard Issuer Security Solutions and Visa Risk Manager (VRM).

EDUCATION & RESEARCH

Doctorate of Business Administration (DBA), in progress | Royale Business College UK, Oxford 09/2025 to 09/2027

Thesis: "Practical GenAI Application of Advanced Financial and Business Analytics"

Master of Business Administration (MBA) | Royale Business College UK (OTHM accredited) 09/2024 to 09/2025

Bachelor of Commerce, Accounting | Helwan University, Cairo

CERTIFICATIONS

Headline: Generative AI Leader (Google); AI and Data Analytics for Business Leaders (Babson); Google Advanced Data Analytics (Google); GRCP (OCEG / GRCcertify, 2026); FMVA (CFI); C-OKRP (OKR Institute).

Additional: BIDA, CBCA, FPWM (CFI); IBM Data Analyst; Forensic Accounting and Fraud Examination (West Virginia University); CFA Investment Foundations; Data Science Programme (ExploreAI / ALX Africa).

SELECTED CONSULTING ENGAGEMENTS

- **Mentoring Platform and Knowledge Ridge:** AI, data analytics, fraud and risk consulting and expert-network advisory (2025 to Present).
- **UNICEF Egypt:** AI and Data Analytics Consultant supporting analysis, reporting, and decision-making (2025).
- **Abdullatif Jameel Enterprise (Jeddah) and Tesla Motors (Dubai):** finance and operations automation, including FP&A reporting for supply chain and demand analysis; upskilled 66 staff including the CFO.

THOUGHT LEADERSHIP & COMMUNITY

- **May University in Cairo:** deliver ongoing AI for Teens activities for 3rd- and 4th-year students.
- Deliver in-person thought-leadership talks and workshops on applied AI in finance across universities and industry forums in Egypt and the Middle East.