

- **Post graduate in ratification intelligence (taxes university – USA)**
- **MBA project management UMST**
- **Principal auditor _ IRCA - UK**
- **PMP – PMI - USA**
- **Fintech certified –LIBF- UK**
- **Digital banking business model**
- **Certified compliance officer USA**
- **Driving innovation CIM UK**



- **PHD - MBA**
- **Certified Strategic planning &KPI GPMA Canada**
- **Strategic planning diploma Canada**
- **Strategic marketing – CIM UK**
- **EFQM assessor UK**
- **Kaizen change model japan**
- **Kaizen business system japan**
- **HR diploma (2 y) OUM Malaysia**
- **psychic certified -UK**

Personal information : -

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Executive summery

A visionary leader with strong experience spanning more than twenty years, have the practical and scientific capabilities to lead transformation and manage change. Leading dozens of large projects in the financial and economical fields. I led the Workers' National Bank digital transformation program through work teams consisting of 70 specialists, which included many projects such as (restructuring the bank, assessing the information technology infrastructure and building a modern structure that accommodates the required digital transformation, designing standard processes in accordance with ISO 9001 standard and adopting it from BSI. Developing Omni channels

for products and services, launching a mobile banking application, establishing an agent network, developing the banking system and anti-money laundering programs, and design bank KPIs) Which achieved a boom for the bank in the Sudanese banking sector.

Experiences:

1- Assistant ceo for planning and business development at workers national bank (jan.1.2017 to present)

- Mange the supportive departments (strategic planning, marketing, IT, quality, HR, banking affairs and administrative affairs)
- Lead the bank's transformation projects for a period of four years, which included (institutional building - development of alternative service channels - protection and governance of information technology - banking agency - mobile payments system - design, preparation and launch new products and services - setting up an evaluation and follow-up program). Which achieved a boom for the bank in the Sudanese banking sector.
- Participate in developing the bank's strategic plans and determining the direction of business, head of strategic drafting.
 - Modifying the strategic plan (2016-2020) and developing measurement indicators using the Balanced Scorecard, which contributed to the ease of follow-up and the achievement of the strategy in 2019 instead of 2020
 - Head of the strategy team to formulate the strategic plan (2020-2023), which was developed...
 - Setting key performance indicators(KPIs) for all departments and branches of the bank.
 - Align all departments strategy with bank strategy

- Restructuring the bank and adding new departments to help achieve the strategy, which had a clear impact on the bank's development and spread
- Head of the Workers Bank's Program for Quality and Excellence, which achieved the
 - implementation of the ISO 9001 standard and the awarding of the certification by BSI for four consecutive years, which achieved the speed and accuracy of work completion in the bank and reduced errors, which contributed to customer satisfaction
 - Quality Representative for more than four years.
 - Participation in the Sudan Award for Excellence in Banking Performance evaluated by EFQM and achieving a score of 400 out of 1000
 - The use of the Kaizin program within the system of the Quality and Excellence Program, which had a clear effect on arranging the bank's warehouses across 5s
 - We are going to use lean program and paper less system.
- Developing the information technology infrastructure to cope with the bank's plan to achieve digital transformation and provide electronic products and services, which increased deposits by 20% and customers by 39%.
 - The launch of mobile and internet banking, and the wide spread of points of sale and fast read QR
 - Establishing a gateway to pay services with various institutions, which helped create an excellent reputation and attract many institutions
 - Establishing digital branches.
 - The shift to the central banking system that helped provide customer service from anywhere on the one hand and helped to work from anywhere, especially during the COVID 19 pandemic, the majority of businesses took place from home
- Developing the marketing department to design new products and services that meet the needs of customers and present them in the

form of a series of solutions with full integration with the banking technology team, which had a great impact on improving the image of the bank.

- Development of subsidiary companies to achieve the bank's goals
- Establishing a human resource department instead of managing personnel affairs and attaching a training division and performance and evaluation development division to play the main role in the change and development required.
 - Developing a human resource strategy aligned with the bank's strategy
 - 2150 employees out of 400 employees were trained at the rate of five training programs for each employee
 - Setting the human resources policy and ensuring full compliance with the other policies of the bank in coordination with the concerned departments

- Supervising the bank's asset management operations and creating an attractive work environment

2-General manager at almagoub financial and economical consultation (march.1.2010 – 31/12/2016)

Experienced in consulting work, where I have implemented dozens of projects and studies for private and public institutions, I have distinguished academic and practical experience in preparing and formulating strategic plans, using the Balanced Scorecard to formulate and measure them. I have worked as a quality consultant since 2010 during which I have developed quality systems For many institutions . And a member of the assessors teams of the European Excellence Model EFQM for many state institutions, , I have scientific and practical experience in the development and excellence of institutions.

- Strategic and operational planning of the two organizations mentioned above.
- Management and development all sub departments (administration – accounting – quality - IT –studies & researches – training – marketing)

- Opening new fields and businesses inside and outside Sudan
- Supervising and participating in the preparation of various feasibility studies (preparing nearly 100 major feasibility studies in various fields)
- Supervising and organizing conferences and workshops (holding four periodic conferences annually with many workshops)
- Supervising the scientific journals published by the centers

5- marketing director at Albadeel Trading Service Company (feb.20.05–nov.30.2009)

- Developing a strategic marketing plan align with the company's strategy
- Designing and leading many marketing campaigns that helped increase sales by 35%. Within 2 years.
- managing all of the marketing channels utilized at a company
- Setting indicators to measure all marketing activities according to best practices
- Conducting many marketing studies to study competitors in the field of technology so that we can make decisions that develop the company's plans.
- Increased sales through Strategic Business Development and Customer Relationship Management.
- Developing a model for determining prices according to unit cost and competitors' price surveys
- Developing, implementing and controlling a plan for internal and external communication, which had a great impact on the company's success
- Work to create distinguished partnerships with external service providers to obtain the latest and best products and services

6. head of human resources department at intouch communications (oct.01.02 – sep.15.04).

Leading and developing the company's human resource according to a systematic program of development and learning, with formulating goals to obtain a scientific evaluation of employees' performance. With the development path linked to the promotion and growth.

- Developing a human resource management plan in line with the strategic plan of the company, especially since the company works in the field of communications, as it relies on an innovative, advanced human resource.
- Lead the creation and management of Competency Library for all Job Families to support consistent and standardized development and the seamless mobility of employees within the Job Family. Ensure consistency in structure, definitions, and evidence criteria including the performance criteria for each proficiency levels, for each element, and optimum learning solutions for acquiring the competency.
- I developed a performance appraisal system based on standard performance indicators linked to the company's objectives
- Setting human resource policies for the company.
- Carrying out a continuous analysis of employee compensation and bonuses and making continuous surveys to make sure the company is attractive to bring in talented employees.
- Work with the company's leadership to develop the organizational structure in line with the company's future development

- Leading all of the company's change processes.
- Contracting with many major hospitals to provide a treatment service that satisfies all employees in the company

7- Collaborating assistant professor with many universities in the MBA program to teach the following subjects

- Strategic management
- Project management
- Quality management
- Production management
- Human resource management
- SME (small and medium enterprise)

Education

1- PHD in Business Administration ,

Thesis Title: (The role of project management in implementing construction projects in Khartoum state - case study of Khartoum Oasis Towers 2012)

2- MBA (Master of Business Administration – Project Management Specialization – university of medical science and technology 2009)

3- MBA (Master of Business Administration -2007-(Sudan Academy of sciences)

4- post graduate of artificial intelligent for leaders - university of Texas at Austin USA (still studying)

5- B.SC. IN Business Administration -2000 – (Omdurman Elahlia university)

6- Computer sciences specialization – faculty of engineering technology (Gezira University 2003) 2 years.

7- Executive diploma in HR (Open University of malizya 2012) one year.

Professional works

- Project manager for digital transformation (Workers National Bank) 2018-2020 The project aims to develop the National Workers Bank according to the scope of work (institutional building - development of alternative service channels - protection and governance of information technology - banking agency - mobile payments system - design, preparation and launch New digital products and services - setting up an evaluation and follow-up program
- Chief of executive committee for updating state encyclopedia from jan 2011 to jan 2012 The encyclopedia aims to provide data for investors

(Data for 15 state in all sector such as agriculture, education, prod encyclopedia aims to provide data for investors in unction , health , animals , bank ,...etc)

- Project manager for restructuring the national economical corporation companies (the restructuring include HR , IT , LAW , FINANICIAL , STRATEGIC PLANING , FOR 10 COMPANIES) FROM MAY 2010 TO AUG 2011.
- Quality Lead auditor to qualify many organizations to obtain ISO certification
- Team Member of the strategy formulation for the Arab Trainers Union which affiliated to the Economic Unit of the League of Arab States within a specialized Arab team
- Team Member of the East reconstruction projects, financed by the Kuwait Fund (34 projects in various fields)

Published Books

- **Excellence in project management (2014).**
- **Institutional excellence (just about to finish)**

Licenses & certifications

NO	Certificate	NO	Certificate	NO	Certificate
1	PMP – PMI USA	2	Fintech certified LIBF – UK	3	Driving innovation –CIM UK
4	Principal auditor – IRCA-UK	5	Certified compliance officer (CCO) USA	6	Digital banks business model – SBI
7	EFQM Assessor	8	Kaizen diploma JAPAN	9	Strategic marketing CIM UK
10	Kaizen productivity JAPAN	11	Kaizen change model(KCM)	12	Kaizen business system (KB
13	Strategic management diplo Canada	14	Performance management system	15	TOT- American intercontine university
16	CATED certified instructor	17	NLP diploma – American	18	FEASBILITY STUDIEs diploma

	Canada		intercontinental university		Application with comfar
19	instructor certified program American intercontinental	20	Statistical analysis by spss program Khartoum universi	21	Diploma of TOT – 56 hour – leaders for training-
22	HR Executive diploma open University of Malaysia	23	Professional business analy (PBA) pm tricks	24	Portfolio , programme and Project offices (P3O)

Conferences and workshops

- 1- Agile transformation (quality expertise center 2019.dec)
- 2- Lean management conference nov.2018
- 3- Built , operate and transfer (B.O.T) conference (sep.22.2010 to
sep.25.2010)
- 4- Csr (social responsibility for firms) From (20-4 to +23-4 2011)
- 5- international human resource conference (march 2012) Leadership code
presented by (prof.dave Ulrich)
- 6- 3th csr conference (social responsibility)
- 7- 4th csr conference (social responsibility)
- 8- Investment workshop
- 9- Almosooaa (Encyclopedia) (data from all state in Sudan) workshop

Testimonial References:

1- DR: Ibrahim sedeq aldaleel
Chairman of caliber for multi activities

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2- Rahma Hassan rahama

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