

Yasmine Attar

CONTACT

Dubai, UAE

E-mail: attar.yasmine@gmail.com

Phone: +96171466921

WORK EXPERIENCE

Deloitte Consulting
Consultant

June 2019 — Present

- **Media Regulations, National Media Regulator, KSA:** Refreshed the media regulations and reengineered processes for the national media regulator
- **ICT Strategy, Public Sector Client, Qatar:** Refreshed and articulated the national ICT strategy and developed ICT investment opportunities through benchmarking and assessment of the ICT sector

Deloitte Consulting
Business Analyst

June 2017 — May 2019

- **Digital Transformation, Media House, UAE:** Developed a new digital strategy and operating model for a subsidiary of a major regional telecom player. This included CX design and persona development, digital channels enhancement, time-to-market assessment for digital products/services, and definition of strategic locations for operation
- **Digital Transformation, E-Commerce Business, UAE:** Supported a regional e-commerce player launch their UAE platform through gathering inputs for the business plan, designing the business processes in the marketing, sales, customer experience, products and services departments and developing the implementation plan
- **Maturity Assessment, National Telecommunications Operator, KSA:** Conducted a digital maturity assessment and provided recommendations for the digital customer journey and front-end assessment of a leading telecom operator in KSA
- **Enterprise Strategy, National Telecommunications Operator, Bahrain:** Developed the B2B strategy and implementation plan for a major national telecom operator

Deloitte Consulting
Intern

November 2016 — April 2017

- **Mobile App Awards, TRA, UAE:** Conducted extensive market research to identify the major growth trends and leading practices within the smart government development worldwide. Developed a benchmark to analyze a list of 2500+ software solutions for the TRA
- **UAE National Web and App Guidelines:** Developed and integrated the best practices and tools including a maturity model, web templates and evaluation criteria to standardize and align all websites in the UAE to the 2021 national vision

Thomson Reuters
Product Management Intern

June 2016 — August 2016

- Managed two digital products (My Salaam and Salaam Gateway) focused on MENA lifestyle and finance
- Contributed to the end-to-end development of feature/function specifications on new or legacy propositions
- Conducted regional and international market and competitive analyses for each product
- Researched and implemented strategies for improving performance of SEO/SEM marketing

Arqaam Capital

June 2015 — August 2015

Equity Research Intern

- Conducted strategy and macroeconomic research on the Middle East and Africa region
- Helped build valuation models for companies under coverage in South Africa

HSBC

June 2014 — August 2014

Intern

- Assisted and supported the Commercial Banking/Credit Control Unit in preparing and following up completion of security and mandate documentation to preserve the Bank's interests and ensure the potential for lending loss is minimized

QUALIFICATIONS 2019 TMT Predictions Annual Report, Quantum Computing
Languages: English, Arabic
Skills: Research and Analytics, Customer Journey Mapping, CX Design

EDUCATION Economics Sept 2013 — May 2016
American University of Beirut
Graduated with Distinction

INTERESTS Digital Transformation, Customer Experience Design, Entrepreneurship