

Ziad Yehia

Business Systems Analyst



Personal Info

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Date of birth

1986-03-15

LinkedIn

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Skills

- Business Solutions CRM & ERP
- Microsoft Dynamics AX (D365O&F)
- Business Intelligence - Qlikview and Power BI
- Sales force & Microsoft CRM
- Project Management - Product Life Cycle
- SWOT & Fit-Gap Analysis
- Business Process Management
- System Architecture and Design
- Business Analysis

10+ years of functional and technical experience in Business Applications Management in ERP, CRM and Business Intelligence projects.

Experience

- 2018-01 -
2020-06

Business Intelligence Manager

Kirontech - Cambridge, UK

Kirontech is a Machine Learning tech company that helps health insurers strengthen operations and reduce costs by detecting fraud waste and abuse in their medical claims data.

- Develop BI (Business Intelligence) dashboards for internal and external (SAAS-clients) use.
 - Designed analytical tools and KPIS to help manage and interpret Big Data.
 - Custom built dashboards per client (integrate with other third party systems)
 - Project managed client's BI projects.
 - Adopted Technology: Microsoft's PowerBI
- 2016-11 -
2018-01

Digital Transformation Manager - ERP, CRM and BI

BENTA Group

Planned and managed the implementation of the digital transformation strategy for a major pharmaceutical in Lebanon :

- Implemented Sales force CRM for team of 80 users (Pharmaceuticals Medical Representatives and Field Sales workers)
 - Managed the implementation of a cloud based ERP (Microsoft Dynamics 365 for operations) for 6 legal entities for the following business areas:
 - Financials Management
 - Supply Chain Management
 - Human Capital Management
 - Introduced Power BI reporting tool and developed business insights and decision supporting dashboards and reports for:
 - Sales and Marketing dashboards
 - Operations and supply chain insights
 - Financial Reporting
 - Human capital KPIs and dashboards
 - Championed business process re-engineering and lead change management
 - Managed a team of in-house and outsourced professionals
 - Rolled out Office 365 (Exchange, SharePoint, Skype for business...)
 - Overview of group's IT operations
- 2014-05 -
2016-11

Business Analyst & ERP Project Manager

Daher International Food Co.

DIFCO (Daher Intl. Co.) is a leading FMCG group of companies that manufactures and retails food and non-food products around the world.

Successfully executed a major digital transformation project to streamline the group's operation:

- Upgraded and maintained the group's ERP (Microsoft Dynamics AX 09 - 2012)
 - Customized the ERP system to fit the FMCG industry-specific and localization needs.
 - Worked with stakeholders to identify weaknesses and opportunities in operations and developed the right solutions (process and system automation and business intelligence) across all departments:
 - Accounting and Finance
 - Demand Planning and Manufacturing
 - Warehousing and logistics
 - Sales and Marketing
 - Human Resource
 - Introduced and developed BI dashboards and reports using Qlikview and QlikSense
 - Directly contributed to the increase of top line sales by driving productivity through analytics and business intelligence
 - Reduced operational costs through business process re-engineering and automation, and developed fit-gap custom solutions
 - Established business intelligence tools to support strategic and everyday decision making and insight
 - Developed and integrated online-mobile applications for Sales & Collection, Marketing &

