# **Ziad Yehia**

**Business Systems Analyst** 



# **Personal Info**

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Date of birth

1986-03-15

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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**

2020-06

2018-01

# 2018-01 - 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 - 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 - Business Analyst & ERP Project Manager

2016-11 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 &

**Back Office & Operations Management** Supply Chain, Demand Planning & Logistics **Human Capital Management Systems** Accounting and Finance Systems

Microsoft Productivity Tools

Data Analytics

**Product Management** 

Leadership and Team Management

Project Management Tools (Atlassian, Confluence, Jira)

Microsoft Visio

# Languages

Arabic - written and spoken (native)

English - written and spoken

Merchandising, Warehousing & Delivery

- Recruited, trained and lead a team of professionals to develop and support the group's business applications
- Overview of the group's IT department

#### **Business Applications Analyst** 2012-05 -

2014-05

American University of Beirut - IT

- Assessed, implemented, tested, and maintained the university's ERP (Oracel EBS r12) system as part of the MIS team
- Championed IT product and vendor sourcing
- Participated in the development of the university's administrative SOPs
- Developed Business Intelligence dashboards and reports for academic and administrative departments (using Qlikview technology)
- Member of the CIO's task force team for ad-hoc projects

#### **Functional Areas:**

Human Resource Management, Payroll, Financials, Supply Chain Management, Procurement and Sourcing, Property Management and Asset Management, Business Intelligence (Qlikview), SharePoint

Worked with AUB's Deans, Professors and H.O.D. to identify, budget, plan and manage IT projects

Developed BI dashboards and analytics for the internal and external community Automated and digitized REP's office consultant contracting and compensation process

#### **ERP Functional Consultant** 2008-07 -

2012-01 Netways (Microsoft Partner)

- Pre-Sales consultant for ERP, CRM and SharePoint
- Requirement Gathering, System Analysis & Design
- System Implementation (Development, Configuration and testing)
- UAT, training and user support

### **Projects Experience:**

Lead the implementation of 5 ERP projects covering the following modules:

- Financials Management: General Ledger, Cash and Banks, Accounts Receivables and Payable, Cost control and Budgeting, Project Accounting and Fixed Assets
- Supply Chain Management: Inventory Management, Procure to Pay, Demand Planning (MRP), Production Management (Manufacturing), Warehousing, Logistics and Distribution
- Human Capital Management: Hire to Retire, Employee, Jobs, Positions, Hierarchies, Competency Management, Compensation and Benefits, Payroll

### **Projects:**

Logistics and Freight Forwarding: GIFCO and Beirut Cargo Center Fast Moving Consumer Goods: Falco Sales and Distribution,

Real Estate Development: Mena Capital

Food Manufacturing: Daher International Food Co.

Pharmaceuticals: Warba LTD

## **Education and Certificates**

#### **Lebanese American University** 2006-09 -

2008-06 • BA in Management Information Systems

#### 2009 -**Microsoft ERP and CRM Certifications**

2012

2015-10

- Microsoft Dynamics AX ERP- Functional Modules Certifications:
- Financials Management, Production Management, Trade and Logistics, Supply Chain Management, Human Capital Management
- Microsoft Dynamics AX ERP Development
- Microsoft Dynamics Customer Relationship Management

2014-02 -	PMP - Project Management Institute
2014-06	PMP Certification course (examination pending)

**Diploma in Project Management - AUB, CEC** 2013-11 -2014-09

Morgan, CSCP APICS Supply Chain 2015-09 -