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SUMMARY

With this resume, I respectfully and concisely share with you my 18 years of experience in the digital healthcare space. My broad understanding of the health IT market was first developed through working with Cerner Corporation in the US and the Middle East, excelling in various leadership roles in project management, account management, sales, general management, and consulting. My skills and experience were later broadened by helping American and British medium-size companies bring their professional services to the Middle East, while managing and leading their business development in the region. Along the journey, I also established few startups, based in Silicon Valley and Dubai.

EDUCATION

- **MBA, Carnegie Mellon University, Tepper School of Business, 2012**
Concentrations: Entrepreneurship, Corporate Strategy, and Marketing
- **BS, Computer Science, University of California – Los Angeles, 2004**

AREAS OF EXPERTISE

- **Solution Development:** Ideation, UX/UI Designing, Prototyping, Iterating
- **Project and Program Management:** Scoping, Planning, Organizing, Managing, Delivering
- **Account Management:** Client Relationship Management, Delivery Monitoring, Upselling
- **Business Development:** Business Strategy, Business Analysis, Marketing, Growth Hacking
- **General Management:** Stakeholders Engagement, P&L Management, Staffing, Marketing

EXPERIENCE

Future Gate Healthcare Solutions (2024)

Digital Healthcare Contractor – Remote

- Assisting with innovating a new product, based on market need in the pharmaceutical industry.
- Establishing a new business plan for newly developed product.
- Establishing a go-to-market strategy and identifying a new partner channel.
- Assisting with finding potential investor to finance business expansion in the region.

Ideal Healthcare Consultants (2022-2023)

General Manager – Middle East (Dubai, UAE)

- Established and marketed the company's little known brand in the region.
- Redesigned some of our service offerings and capabilities to meet local and client demand.
- Sold around \$400,000 worth of professional services in the first year, with a minute budget.
- Managed and trained overseas consultants assigned to local projects.
- Developed and launched marketing campaigns to meet marketing objectives.

The HCI Group (Acquired by Tech Mahindra) (2016 – 2021)

Regional Business Development Manager – Middle East (Dubai, UAE)

- Established company presence in the Middle East, leveraging existing relationships and forming new ones with key decision makers.
- Managed P&L for overall Middle East business operation, while owning overall growth strategy.
- In four years, sold around \$5,000,000 worth of professional services.
- Helped the company to get listed in KLAS Report 2017 as the top service provider in the region.

Cerner Corporation (2013 – 2015)

Client Relationship Executive – Riyadh, KSA

- KSA MoH: Worked closely with KSA Ministry of Health to get one of their newly built hospitals (PMAH) live on Cerner's clinical solutions in a record 8 months. Presented MoH with different cost-efficient HIS rollout models and strategies for their hospitals. Developed and presented to PMAH a Phase 2 proposal that is strategically aligned with their imperatives and Cerner's offerings.
- KSUMC: Assumed ownership of the King Saud University Medical City account when relationships were on a decline due to project suspension. Managed to improve relationship and Cerner's commitment to the client, resolve cash collection dispute, and resume project and achieve a successful conversion.
- Joint Venture: Developed and presented to the board members feasibility studies and a business proposal that was approved by the board. Interviewed candidates for the CEO position and had them present to the board for selection.

Global Paradigmz, Inc. (2011-2013)

Founder/Chief Executive Officer, California, USA

- Produced project plans, solution requirement definitions, business plans, go-to-market strategy, partnership proposals, and marketing communication materials.
- Identified, attracted, and signed beta customers, strategic partners and participated in numerous fundraising activities.

Cerner Corporation (2004 – 2010)

Client Relationship Executive, Riyadh, KSA

- Led and collaborated with implementation teams, an engineering team, a marketing team, and a sales team and made sure we were delivering the results sold to the client.
- Spearheaded a 5-year multi-million-dollar realignment deal that allowed King Faisal Specialist Hospital to close their medication loop, extend their IT platform to all hospital departments, and connect with the community.
- Worked with CXOs to align Cerner's solutions and services with organizational imperatives and presented to them monthly executive status summary reports.

Engagement Leader (Kansas City, MO / Dubai, UAE)

- Successfully completed on time and under budget 3 concurrent projects for a client committed to a \$14M investment in Healthcare IT to improve core business and clinical processes and to leverage higher revenue-generated services.
- Managed successfully a project consisting of 14 facilities for UAE Ministry of Health committed to revolutionizing the quality, safety, and efficiency across a broad spectrum of public healthcare services, getting the first site live at a record 9-month period.
- Led an implementation team consisting of over 20 consultants from multiple disciplines and located in different continents.

Engagement Controller (Kansas City, MO)

- Assisted Engagement Leaders with securing resources, planning project events, issue escalation and resolution, and managing project financials.
- Redefined the Project Management Office forecasting process, improving forecasting accuracy by 28%.

Solution Delivery Consultant (Kansas City, MO)

- Implemented solution design; tailoring application database to meet the client's unique business and clinical requirements.
- Effectively communicated solution knowledge, clinical and business processes, project status, and issue resolution to all involved parties.