



Ayman Albasri

VP - Digital Finance

My name is Ayman Albasri. I'm a motivated business leader with 10 years of progressive experience developing, leading, and managing transformational projects within the FinTech ecosystem in Europe, the Middle East and North Africa. I am currently the VP of Digital Finance in MIZA, where I have implemented my vision and digital expertise in its operations and strategies.

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WORK EXPERIENCE

VP - Digital Finance

MIZA Financial Services

03/2020 - Present

Bahrain, UAE, Egypt, Tunisia

Achievements/Tasks

- Launch new products and transforming legacy products to generate new revenue streams and drive positive ROI.
- Create digital initiatives and projects involving business units to support the company's digitalization.
- Set up the infrastructure for usability studies, research, and market analysis to inform product requirements that enhance the user experience.
- Communicate the digital transformation-related changes and priorities to all key stakeholders and users.
- Support the strategic alignment with the business partners across all business lines.
- Oversee the implementation roadmap of the digital strategy of defined initiatives and projects.
- Lead partnerships with the technology vendors required to implement the strategic digital solutions.
- Drive multiple digital initiatives: eCommerce B2B Platform, Digital Wallets.

Head - Digital Finance

Payment International Enterprise

04/2018 - 12/2019

Bahrain, Belarus, Germany

My primary responsibility involves building a Digital Financing Platform based on mobile lending and powered by AI and machine learning capabilities.

- Analyze the competitive landscape in the markets to identify addressable loan opportunities.
- Develop system processes and workflows for Backend System and Frontend Interface.
- Develop flexible credit scoring module, stop-factors and decision-making system.
- Manage key system integration with key data-sources and systems (eKYC, EFTS, Payment Gateway, ID Scanning Tools, Facial and Liveness Verifications)
- Liaise with core departments of the company such as IT, Finance, Marketing and spreads on a higher level to the CEO and BOD for high level decision making
- Engage with the Central Bank of Bahrain, Sandbox, Benefit, Government Agencies, Bahrain Fintech Bay and EDB to obtain approvals on concept, design, pricing, testing, etc.
- Manage international development teams for the financing platforms, document scanning, ID verification, biometric verifications, artificial intelligence and machine learning platforms.
- Work closely with the management team on various other projects: Mobile Wallet, Prepaid Cards, Kiosks and mPOS, Wage Protection System - WPS.

Senior Officer – Business Analytics

Bahrain Commercial Facilities Company - BCFC

06/2016 - 07/2017

Bahrain

Achievements/Tasks

- Led the research in opportunities for projects, partnerships and acquisitions based on strategic needs.
- Developed business intelligence reporting system and data warehouse.
- Improved loan application processes in terms of time consumed and user experience.
- Collaborated with PR and Marketing departments to implement the first social selling campaign.

INDUSTRY KNOWLEDGE

Disruptive Innovation

Business Intelligence

Digital Finance

Relationship Management

Research and Reporting

Digital Strategy

Business Analytics

Project Management

Budgeting and Expenses

Risk Management

AML and Compliance

Consumer Finance

Business Process

Strategic Partnerships

SOFT SKILLS

Leadership

Communication

Negotiation

Decision-Making

Mentoring

Teamwork

Collaboration

Persuasion

Adaptability

Problem-Solving

Creativity

Resilience

VOLUNTEER EXPERIENCE

Chairman of Mutamahin

CFA Society Bahrain

01/2011 - Present

Achievements/Tasks

- Spearheading the Mutamahin Program and executing the comprehensive idea of the program by handling the designing, budgeting, structuring, and marketing aspects of the program.
- Guided more than 400 students into leading successful career within 7 years.
- Managing a team of 20 volunteers and dealing with stakeholders such as Tamkeen, BIBF, Financial Institutions, Recruitment Agencies, Schools & Universities.
- Onboarding several prominent sponsors through the development of strong sponsorship campaign.