

Amr Sarhan

BUSINESS INTELLIGENCE MANAGER · DATA ARCHITECTURE ADVISOR

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PROFESSIONAL SUMMARY

Innovative Leader and Architect with **20+ years of expertise** in Data Platforms, Business Intelligence, and Analytics across Banking, Government, Technology Consulting, and Enterprise ERP sectors. Proven track record of architecting end-to-end enterprise analytics ecosystems — from Data Warehouse design and ETL pipeline engineering to executive dashboards and data governance frameworks. Currently leading BI operations at **Alinma Bank**, one of Saudi Arabia's leading Islamic banks, driving data-driven decision-making across retail, corporate, and operations divisions.

WORK EXPERIENCE

ALINMA BANK · Riyadh, Saudi Arabia

Apr 2022 — Present

Business Intelligence Manager

- Lead a high-performing team of 6 BI developers and analysts, overseeing the full SDLC from requirements gathering to production support.
- Directed implementation and ongoing support of core BI platforms utilizing **SAP Business Objects** and **Tableau** across banking functions.
- Championed BI architecture strategy — optimizing the SAP BO semantic layer (Universes) and developing technical specifications meeting regulatory and business requirements.
- Collaborated directly with stakeholders across retail, corporate, and operations banking to define data needs and deliver optimal analytics solutions.

SAUDI POST · KSA

Jul 2016 — Apr 2022

DM & BI Team Lead

- Architected and delivered a full national-scale BI enterprise system from scratch — defining team roles, hardware/software requirements, system architecture, and data flow.
- Designed and implemented all data layers: Staging, Metadata, DWH, Data Mart, ODI, Administration & Tracking, BI Catalog, and Data Visualization.
- Integrated BI with GIS mapping, WebLogic security with Active Directory; built dynamic staging with automatic source schema change detection.
- Implemented KPI write-back solutions for organizational strategy management and integrated with Microsoft CRM, Oracle ERP R12, and custom legacy systems.
- Designed row-level security model integrated with Active Directory; implemented BI usage tracking and custom administration control dashboards.

EGABI SOLUTIONS · Egypt / KSA

Apr 2015 — Jun 2016

Technical Team Leader

- Managed project delivery across multiple BI consulting engagements — client requirements, planning, task distribution, quality assurance, and sign-off.
- Conducted knowledge transfer sessions, staff objective-setting, and periodic performance evaluations.

Senior Technical Consultant

- Implemented Oracle BI technologies across multiple client sectors: DWH design, OBIEE repository development, ETL configuration with Informatica/DAC/ODI.
- Developed KPI scorecards, executive dashboards, and row-level security integrated with Active Directory using the full Oracle analytics stack (BIAPPS, OBIEE 12c/11g/10g).

Senior Application Developer

- Oracle E-Business Suite R12 implementation covering GL, AR, AP, FA, CE, HR, Payroll, ECM, UCM — custom forms, reports, workflows, and R11→R12 migration.
- OBIEE repository and interactive dashboard development; BIAPPS deployment with Informatica and DAC.

Oracle Application Developer Consultant

- Custom reporting for Oracle Applications R12 across all financial and HR modules using Oracle Report Builder and XML Publisher; legacy integration via FSAH.

Application Developer

- Oracle ERP custom module development for financials (GL, AR, AP, FA, CE); gap analysis, risk assessment, and supplementary systems (Help Desk, Inventory, Contract Management) in MS Access.

CORE COMPETENCIES

Analytics Platforms

SAP Business Objects · Tableau · MS Power BI · OBIEE 12c/11g/10g · BIAPPS · Alteryx · Axon · EDC

Data Management

Data Warehouse (DWH) · Data Mart · MDM · Data Quality · Data Catalog · Data Stage · SQL

ETL & Integration

ODI · Informatica · DAC · Oracle ERP R12 · Active Directory · WebLogic · GIS · MS CRM

Leadership & Strategy

Team Leadership · SDLC Management · Project Management · Stakeholder Engagement · Budget Management · Strategic Planning · Data Governance

EDUCATION

B.Sc. Management Information Systems

Modern Academy — Faculty of Business & Technology

Cairo, Egypt · 2001 – 2005

CERTIFICATIONS

Data Steward Foundations May 2025

Learning Data Governance Jun 2025

Data Ethics: Data-Driven Decisions Jul 2025

Responsible AI — Foundations & Applications Jul 2025

Business Development: Strategic Planning Jul 2025

Predictive Analytics in Python Nov 2021

Business Intelligence for Consultants Oct 2021

Digital Transformation Oct 2021

OBIEE & OBIA Workshop Jan 2012

Oracle 9i SQL, PL/SQL, Forms & Reports Mar 2008