

Riyad Youssef

Head of AI & Data Analytics

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PROFESSIONAL SUMMARY

Technology and business leader with 21 years of experience spanning AI, data analytics, sales strategy, and market expansion across Egypt and the MEA region. Currently building the AI and data infrastructure for Egypt's largest non-bank financial services company. Track record of driving 265% revenue growth, managing 300+ member teams, and launching new brands and markets. Built and ran a BMW tuning business on the side, servicing 4,000+ vehicles. Equally comfortable writing Python or closing a deal.

PROFESSIONAL EXPERIENCE

Head of AI & Data Analytics

2025 — Present

Contact Financial Holding — Egypt's Largest Non-Bank Financial Services Company

- Built the entire analytics function from scratch — data pipelines, risk models, customer 360 profiles, and AI-powered tools for business teams.
- Deployed local LLMs (Ollama) on-premise for credit analysis, customer intelligence, and executive reporting — no data leaves the building.
- Designed and implemented Oracle-to-PostgreSQL data replication pipeline processing 60M+ records across 90 tables.
- Built a CEO-facing WhatsApp AI assistant providing real-time portfolio insights and proactive alerts via Claude API.
- Developed SMS-based creditworthiness scoring system using LLM classification across 118 merchant categories.

Business Development Director

2022 — 2025

Access Import

- Scaled multi-channel sales strategies, growing device sales to 500,000+ units annually across ZTE Nubia, RedMagic, Oscar, and Meizu brands.
- Drove the company's expansion into the automotive sector, securing exclusive CBU and SKD partnerships with two major car manufacturers.
- Represented the company at the Beijing Auto Show 2024, establishing direct relationships with top-tier automotive brands.
- Implemented data-driven sales forecasting methodologies, improving accuracy and operational efficiency.

Founder & Owner

2020 — 2025

MotorHeads — BMW Service & Tuning Center

- Established and grew a premier BMW specialist shop — maintenance, performance tuning, ECU remapping, and engine modifications.
- Serviced 4,000+ BMWs and built a loyal customer base of enthusiasts seeking expert-level performance upgrades.
- Developed strategic partnerships with international performance parts suppliers for advanced tuning solutions.

Program Manager — Apple Value Added Distribution

2017 — 2022

ABM

- Built ABM's Egypt operation from the ground up, managing a team of 30 iPros and two sales area managers.
- Led the rollout of 22 Apple retail stores, ensuring compliance with Apple's global brand and retail standards.
- Oversaw procurement, sell-in, and sell-out processes for Apple's Independent Retail market in Egypt.
- Presented quarterly business reviews to Apple's regional teams in Dubai and London, influencing strategic decisions.
- Worked with Apple's legal team to combat copyright infringement and enforce brand protection policies.

Director of Sales & Business Development

2014 — 2017

NOOR Telecommunications

- Led commercial operations overseeing sales, business development, and customer service departments.
- Secured multimillion-dollar contracts with clients including the New Suez Canal, Van Oord, and The GrEEK Campus.
- Increased revenue by 265% through new broadband service offerings and strategic market positioning.
- Reduced service delivery times by 41% through process optimization and workforce restructuring.

Product Operations Manager — Broadband Sales

2008 — 2014

LINKdotNET / Orange Egypt

- Managed six operational teams with 300+ members, driving DSL product performance through the Orange acquisition.
- Eliminated a historical two-month order backlog and significantly reduced order delivery time.
- Implemented advanced business intelligence techniques to refine market and consumer analytics.
- Recognized as an 'Orange Change Champion' for influential contributions to company growth during the transition.

Head of Organizational Development 2007 — 2008

Contact Cars

- Implemented Six Sigma methodologies to enhance business processes and operational effectiveness.
- Developed strategic plans to improve customer service, sales, and administrative functions.

Organizational Development Consultant

2005 — 2007

LINKdotNET

- Redesigned billing and collections processes, improving financial accuracy and performance.
- Developed and implemented an online operational knowledge base for company-wide use.

EDUCATION

MSc Business Information Technology — Middlesex University, London (Cairo Campus)

2013

BA International Business Administration — University of New Brunswick, Canada (Cairo Campus)

2005

IGCSE — British School of Kuwait

2001

KEY SKILLS

- AI & Machine Learning (LLMs, RAG, NLP)
- Data Analytics & Pipeline Engineering
- Python, SQL, Flask, Chart.js
- Oracle, PostgreSQL, ChromaDB
- On-Premise LLM Deployment (Ollama)
- Business Development & Sales Strategy
- Market Expansion & Revenue Growth
- Operations Optimization & Six Sigma
- Leadership & Team Development (300+)
- Vendor & Partner Relationship Management