

Intro

Project Coordinator/Business Analyst with 5+ years of experience delivering digital transformation initiatives across Canada, the UAE, and Jordan. Experienced in coordinating cross-functional teams, gathering and documenting business requirements, mapping business processes, and translating stakeholder needs into actionable project deliverables. Supported public-sector and private-sector initiatives through structured project governance, stakeholder engagement, and operational improvement. Familiar with ERP and CRM business processes, with strong experience in documentation, reporting, and coordinating software delivery. Fluent in Arabic and English.

PROFESSIONAL

DIGITAL APPLICATION SOFT

Amman, JO

Dec 2025-May2026

Digital Transformation Consultant (Contract)

- Led the digital transformation of a legacy laboratory management platform by coordinating its modernization from a desktop application to a web-based solution supporting operations across 100+ clinical laboratories.
- Facilitated discovery workshops with clinical laboratories to gather business requirements, validate workflows, and prioritize enhancements while ensuring alignment with operational needs.
- Coordinated cross-functional teams across UI/UX, software development, and QA, translating stakeholder requirements into functional specifications and delivery priorities.
- Managed project planning, feature validation, UAT coordination, and deployment activities to support a successful transition to the modernized platform.
- Acted as the primary Intermediary between business stakeholders and technical teams, ensuring project milestones, risks, and deliverables remained aligned throughout the implementation lifecycle.

SOHAIL SMART SOLUTIONS

Dubai, UAE

Dec 2023-Aug2025

Project Coordinator/ Business Analyst – Digital Transformation

- Facilitated stakeholder discussions to capture business objectives, define project priorities and success metrics, and align delivery teams with executive expectations
- Coordinated cross-functional teams across business analysis, UI/UX, development, and QA by tracking dependencies, managing action items, resolving delivery blockers, and monitoring progress using Huly and Microsoft 365.
- Analyzed client RFPs, collaborated with cross-functional teams to prepare technical proposals, and translated business requirements into SRS documentation, functional specifications, and scope of work, supporting successful public-sector tender submissions.
- Delegated day-to-day ticket management to BA and QA leads, focusing on strategic vision and cross-department dependency alignment to keep year initiatives on track.
- Prioritized and managed project backlogs by breaking requirements into actionable tasks, assigning work across teams, tracking delivery, coordinating UAT, and resolving issues through to successful project delivery.
- Led discovery workshops to map current-state processes, identify operational gaps, and define future-state workflows that guided solution design.
- Crafted an end-to-end product planning flow: set a roadmap that aligned internal goals with external stakeholder expectations, translated that vision into detailed product requirements and user stories with clear success criteria, and distilled them into a backlog of actionable tasks

Key Projects:

• Government & Sustainability (Innovation / Circular Economy):

Coordinated delivery of a sustainability-focused initiative for a government-affiliated innovation entity, supporting operational rollout from planning to pilot and engaging 300+ beneficiaries and volunteers, contributing to improved participation tracking and programme visibility.

• Education & Youth (STEM):

- Coordinated the implementation of a digital platform to manage student progress, achievement tracking, and programme reporting, improving visibility into learning outcomes for 1000+ students.

• Funding, Sponsors & Partners (Education & Skills):

Coordinated the delivery of a sponsor performance management platform that enabled stakeholders to monitor funding allocation, beneficiary progress, programme participation, and outcome reporting, improving transparency and accountability across sponsored initiatives.

• Government & Economic Development (Workshops / SMEs):

- Coordinated planning and delivery of sustainability-focused workshops for Emirati SME business owners, in collaboration with a Ministry of Investment-level authority, engaging 50+ participants and supporting increased awareness of sustainable business partners.
- Partnered directly with H.E. Ahmed Kajoor, former CIO of the Dubai Municipality, to steer the UAE Inventors Association program, translating his strategic vision into actionable product requirements and ensuring executive-level alignment.

MMM AUTOSALES

Business Analyst – Automotive

Toronto, ON

Sep 2022 - Sep 2023

- Analyzed multi-dealer sales and inventory data with Python/SQL, surfacing pricing insights that raised gross margin by 15 % on a CAD \$2 M fleet.
- Automated Tableau dashboards that gave executives real-time KPIs and cut weekly reporting time from six hours to under one.
- Implemented a weekly inventory tracker that flagged slow-moving vehicles early, reducing average days-on-lot by 7 %.
- Collaborated with IT and management teams to refine system functionalities and ensure alignment with business objectives.
- Supported management decision-making through regular data analysis, performance reporting, and coordination with IT and operations teams.

HASTY MARKET CORP

Business Analyst - Retail

Toronto, ON

Jan 2021 – Aug 2022

- Gathered and documented requirements for a point-of-sale data-cleanup project with merchandising and IT.
- Built a lightweight SQL dashboard that gave district managers daily sales snapshots, eliminating manual spreadsheets.
- Performed SKU-level demand analysis and produced a reorder guideline that improved on-shelf availability and reduced excess inventory in pilot stores.
- Analyzed market trends and customer feedback to adjust product offerings, optimizing profitability and customer satisfaction.

TEK APP SOLUTIONS

Full Stack Developer – Information technology

Amman, JO

Sep 2018 – May 2019

DIGITAL APPLICATION SOFT

Desktop/Application Support – Information technology

Amman, JO

Jan 2018 – Aug 2018

EDUCATION

GEORGE BROWN COLLEGE

Post Graduate Degree, Business Analysis Program.

Toronto, ON

Jan 2021- Aug 2022

- Analyzed business requirements from various areas in the organization and translates them into functional system design specifications that can be successfully executed by IT development teams.

GENERAL ASSEMBLY

Immersive Course, Data Science.

Toronto, ON

May 2019 – Aug 2019

- Modeled large and disparate data sets using a variety of machine learning techniques.

UNIVERSITY OF JORDAN

Bachelor's Degree, Computer Science

Amman, JO

Sep 2018

SKILLS

- Product Strategy & Road mapping** (Project coordination, workplan preparation, Vision setting, multi-year roadmaps, KPI definition, Budget & Timeline Planning, Risk, Scope & Change Control, UAT & Quality Assurance Coordination, Product-Market Fit, Agile, Product Lifecycle Management, SDLC execution)
- Requirements & Documentation** (RFPs, SRS and TORs packs, user stories, acceptance criteria, user-journey mapping, functional documentation, scope definition, requirements gathering, action logs, meeting minutes, MS Office)
- Stakeholder & Team Leadership** (Cross-functional coordination, public-sector tender writing, vendor negotiation, executive presentations, meeting minutes)
- Customer Experience** (Design Thinking, Voice of Customer (VoC), Customer Journey Mapping, R.I.C.E)

MOUSA SMADY

Project Coordinator – SME & Innovation
Digital Transformation

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- **Data & Experimentation** (Excel-based analysis, SQL, Python — Pandas/NumPy, Tableau, Power BI, A/B testing design, cohort analysis, reporting dashboards, data structuring, performance summaries)
- **AI & LLM Integration** (OpenAI API/SDK, Agent frameworks, prompt engineering, TensorFlow, scikit-learn)
- **DevOps & Technical Literacy** (CI/CD pipelines, AWS fundamentals)
- **UX Collaboration** (Figma, design systems, uizard, usability testing)
- **Process Automation** (UiPath RPA, Selenium web-scraping, system integration)
- **Process & Operational Support** (Process mapping, delivery workflows, operational tracking, documentation control)
- **Core Soft Skills** (Structured problem solving, attention to detail, stakeholder communication, adaptability, cross-cultural collaboration)
- **SME & MSME Exposure** (Support to SMEs and MSMEs (Micro-, Small, and Medium-sized Enterprises), coordination with business owners, exposure to entrepreneurship and sustainability-focused initiatives)
- **Impact & SDG Alignment** (Sustainable Development Goals-aligned initiatives, impact tracking and reporting, sustainability-focused activities, contribution to measurable outcomes)
- **Languages:** Arabic (Native), English (Professional Fluency)
- **Current Location:** Amman, Jordan | Open to travel and relocation