MOHAMMED MOSTAFA SHAHEEN

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CPBA / MBA

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**Business Architect with Proven Success in Leading and Guiding Teams**

As an analytical and dynamic individual who has a proven history of exceeding expectations through performance, I can combine my effective communication skills with functional knowledge to identify opportunities and deliver a satisfactory outcome while working alone or as a part of a larger team. I position myself as a top-performing sales, marketing, and business-analyst professional with proven ability to drive business expansion through aggressive improvement initiatives that deliver revenue growth, market share, and market penetration. I am also a strategic thinker who can plan and implement supportive business tactics to reach corporate objectives through creative and innovative marketing and sales strategies.

**HIGHLIGHTS**

* Certified Pega Business Architect
* Web Technologies (HTML, CSS)
* Graphic & Web Designing
* Excellent Interpersonal Skills, Communication & Customer Handling.
* SQL (Structure Query Language).
* Forecasting and Strategic Planning
* Analytical thinking
* Creative Problem Solver and leadership skills
* Attentive to Details
* Decisive and Result-Driven
* Photoshop & Corel Draw, Illustrator, Free Hand and Smart Draw
* Microsoft Office Suite (expert)

**ADVANCED STUDIES**

* Advanced studies in Operation Management.
* Advanced Studies in Human Resources.
* Advanced Studies in Strategic Management.
* Advanced Studies in Strategic Negotiations.
* Knowledge and Innovation Management.
* Applied Statistical Methods
* Advanced Studies in Leadership
* International Strategic Management.
* Advanced Studies in Finance

**PROFESSIONAL EXPERIENCE**

* Experience with Gap Analysis to check the comparability of existing systems with new business requirements.
* TWOS and scenario analysis for analyzing business needs and assisting clients in setting KPIs & business objectives.
* Eliciting & writing business requirements, specifications and planning end-user forms.
* Categorize and capture requirements and Business objectives in Pega **(DCO)**
* Mentor and train client and business stakeholders in the solution functionality that has been built on PEGA system.
* Experienced in BA deliverables for each stage in the project development.
* Generating PEGA application profile and documenting the application
* Organize kick-off meeting & Grooming elaboration Sessions (Follow up on assigned parking lot items, manage feedback with IT, act as liaison for customer training and drive towards scope of the meeting)
* Designing case life cycle and modeling complex process flow.
* Managing case life cycle exceptions in PEGA Express and Designer studio.
* Consult with Subject Matter Experts, Product Owners and team members to define and articulate the business
* problems and product vision, developing user stories and acceptance criteria.
* Experience in various rules and features like SLA, correspondence, reports, routing, listeners (File, Email, MQ), connectors and SOAP services.
* Continuous improvement principle in all work approaches (KAIZEN).
* Manage and develop relationships with key internal and external stakeholders.
* Strong business background in marketing, sales, contract negotiation and accounting.
* Communicate ideas in both technical and user-friendly language and proactively assess, clarify, and validate customer requirements to system architects.
* Setting the requirements and acceptance criteria for purchasing marketing and sales software.
* Implementing strategy, delivering objectives and achieving high level business outcomes.
* Knowledge about PEGA call and Pega Chat products
* Prepare, present, and demonstrate final products to customers.
* Formulate use case diagrams via UML and use cases preparation for the user Acceptance Testing (UAT).
* Translating customer engagement feedback into tangible ideas and plans.
* Experienced in Business requirement analysis, use story development for projects developed using PRPC.

**WORK HISTORY**

* PEGA Business Architect, Tech Regula, USA 2016-Present

*Formulating and designing the business concepts and structure for a Real Estate Case Management PEGA application*

* *Use stories designing, eliciting requirements, profiling and documenting, grooming sessions setting, designing process flows and case life cycle.*
* *My Profile*:[*https://www.techregula.com/mohammedshaheen*](https://www.techregula.com/mohammedshaheen)
* Business development manager, CIC 2008-2016

*Initiating and guiding in launching (AS400) for Sales, Inventory and finance Modules*

* *Managed database, requirements, specifications, and accepting criteria.*
* *Managing projects, allocating resources, monitoring deliverables, participating in user acceptance tests sessions, and process change requests.*
* *Conduct elaboration and grooming meetings with subject matter experts inside the company.*
* Marketing and Management Instructor, ECTD 2012-2015

*Lecturing on marketing, strategic management and contemporary management.*

* Marketing Manager, Auto Egypt for Trading, NISSAN 2006-2008

*Establishing and implementing the new CRM system.*

**EDUCATION**

* Certified Pega Business Architect 2017
* Pega Marketing consultant In Process
* Diploma in graphic and designing concepts
* Masters of Business Administration with major in Marketing & Management 2007

Arab Academy for Science & Technology Graduate School of Business

* Bachelor of Science with major in Biotechnology, Al Azhar University 2001

**TRAINING**

* Completed the PMP training course
* Professional Sales Skills course
* Nissan Sales and Service Way
* Sales training course in ALJ training center in overseas center
* Designer in one of the top 10 global newspaper

**WORKING STATUS**

* **VALID USA WORK PERMIT AND NO SPONSOR REQUIRED**

**VOLUNTEER WORK**

* Vice president Avalon Middle School PTSO
* Micro Mentor Management & Marketing advisor

**REFERENCES**

* Available upon request

**LANGUAGE**

* Bi-Lingual: Arabic/English

