

## FARIDA KHALAF

Tel: 929.273.1531

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Strategic-minded Business Senior Manager and Strategic Data Leader with a proven history of driving strategic initiatives to maximize profitability and engage stakeholders effectively. Experienced in leading cross-functional teams and collaborating with key stakeholders to optimize supply chain efficiency, drive revenue growth, and communicate complex concepts clearly. Proficient in financial modeling, forecasting, and presenting actionable insights to senior leadership. Committed to delivering measurable results aligned with organizational objectives and driving sustainable business success.

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### **Skills:**

- Strategic Analysis & Decision Making.
  - Cross-Functional Team Leadership.
  - Data-Driven for Growth Strategy.
  - Process Optimization.
  - Cost Reduction & Benefit Analysis.
  - Revenue Growth Optimization.
  - Effective Stakeholder Communication.
  - Reporting & A/B Testing.
  - Global Operations Management.
  - Quantitative & Qualitative Analysis.
  - Project Management.
  - Key Performance (KPI) Measurement.
  - Scrum & agile Methodologies
  - Start Ups, Turnaround & Revitalization.
  - Risk Management and Mitigation
  - Financial Forecasting and Modelling.
  - Contract Negotiations & Management.
  - Mergers & Acquisitions (M&A) Strategy.
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### **PROFESSIONAL EXPERIENCE:**

**NewLogic – Iraq-NewYork**

Feb'23 – Nov'23

**Business Analyst & Scrum Master**

- Led as a Business Analyst and acted as the Scrum Master for a transformative project collaboration between WFP and the Iraqi government, driving the development of an all-encompassing social protection program.
- Managed the project lifecycle within a Scrum framework, ensuring adaptability to changing requirements, and successfully served the needs of over 40 million citizens through efficient distribution of food stamps and welfare benefits.
- Established and maintained effective communication channels as the primary point of contact with stakeholders, fostering collaboration and alignment throughout the project's evolution.
- Monitored and oversaw project construction, ensuring progress alignment with established timelines and delivering the project post-rigorous testing for seamless integration into existing social protection infrastructure.
- Utilized advanced excel modeling and data analysis techniques to transform transactional source data into comprehensive financial reports tailored to stakeholders' needs.
- Collaborated with cross-functional teams to drive process enhancements and system integrations, optimizing workflow efficiency and project effectiveness.
- Drafted and maintained various documents such as business requirements, rules, software specifications, user stories, use cases, mockups, and test plans.

**Here for you – New York  
Consultant**

March'17 – Dec'22

- Optimized corporate financial performance, achieving significant operational efficiency improvements.
- Spearheaded the implementation and automation of systems, resulting in remarkable productivity increases within accounting and project management functions.
- Exceeded ambitious goals, contributing to substantial growth in bottom-line revenue through strategic opportunity identification and capitalization.
- Played a pivotal role in leading organic and inorganic business expansions, driving substantial increases in market share.
- Led impactful staff training initiatives, inspiring teams to achieve impressive performance uplifts.
- Identified and mitigated project risks and issues, ensuring clear progress updates and issue resolution in project status meetings.

**Globex Partner Ltd – New York  
Senior Business Analyst**

May'11 – Dec'16

- Spearheaded the assessment of distressed properties, conducting in-depth financial analysis, and formulating strategic restructuring plans and valuations.
- Analyzed business requirements and processes, leading workshops with key stakeholders to create functional specifications for technology solutions.
- Managed data compilation, analysis, and documentation to enhance performance and drive informed decision-making.
- Implemented analytics tools and metrics-based forecasting processes for real-time fact-based decision-making, resulting in improved operational efficiency.
- Successfully integrated ERP systems encompassing Salesforce CRM, streamlining operations and enhancing productivity.
- Automated financial statement reporting processes using existing technology, accelerating reporting timelines and improving data accuracy.

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**PREVIOUS EXPERIENCE**

- **Mission of Egypt to the United Nations** (*July'09 – Jan 11*): Provided administrative support for the Non-Aligned Movement, managed high-level meetings, and ensured budget compliance.
  - **Widebell Corporation:** London, UK (*May'06 – May '09*): Conducted financial analysis, supported management in decision-making, and maintained client relationships.
  - **World Bank, DC:** USA (Jan'06- April'06): Assisted financial advisors, analyzed financial data, and monitored market trends.
  - **Euromark Ventures Ltd:** London, UK (*Jan'03 - December '03*): Developed business plans, conducted financial analysis, and managed procurement processes.
  - **Kajima Corporation:** Ismailia, Egypt (*July'98 - December '02*): Managed financial operations, prepared reports, and ensured budget adherence for a major construction project.
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## **PROFESSIONAL EDUCATION**

**Post-Graduate:** Building AI Applications with Langchain and LLM Models (Apr 2024)  
IBM **Data-Engineer** Professional Certificate  
IBM **Business Intelligence** (BI) Analyst Professional Certificate  
**10,000 Women – Golman Sachs Program Mini MBA**  
**University of New York “NYU”**  
Cyberattack Detection and Response Strategy (Dec 2022)  
**University of New York “NYU”**  
Global Affairs Certificate – Emerging Market (Dec 2009)  
**UNITAR (2009)**  
Fundamentals of Anti-Money Laundering: International Standard & Compliance Issues.  
**University of California Berkeley**  
International Finance (2005)

**Graduate Studies:** **Suez Canal University – Egypt**  
B.A. in Economics, (2000)

**Courses:** Marketing & Negotiating "London Business School"  
Neuro - Linguistic Program “NLP” – Dale Carnegie.  
Journalism for social change, International Human Rights

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## **KNOWLEDGE & TOOLS:**

**Fin. & Banks:** Financial Modeling, Data Visualization.  
Tableau, Power BI, SQL, Excel  
Predicative Analytics, Agile, Scrum  
AWS, Teams, Dev-Azure, Slack, Confluence, Jira

**Data Science with Python:** Data Science                      Data visualization                      R  
NumPy                                              SciPy

**Cybersecurity:** SIEM, Intrusion detection & Strategy

**Tools:** Data & Quantitative    ★★★★★                      Decision Analytics    ★★★★★  
Predictive Modeling    ★★★★★                      Data-Driven Visualization    ★★★  
Machine Learning Algorithms    ★★★★★                      Agile & Waterfall    ★★★★★  
Organizational & Analytical Skills    ★★★★★  
Communication & presentation    ★★★★★  
Problem Solving    ★★★★★                      Attention to Details    ★★★★★

**Website:** [www.faridakhalaf.com](http://www.faridakhalaf.com)

**Linguistics:** Arabic, English, French, Spanish, German “A1”

**Linkedin:** <https://www.linkedin.com/in/farida-khalaf/>

**Medium:** <https://medium.com/@Fofa>

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