

BASIL AHMED DUDIN

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Personal Summary

Digital banking and business oriented professional with over 19 years of versatile technical and business experience in the financial sector. Possess expertise in preparing business strategy, product development & innovation, business enhancement and developing marketing strategies along with leadership experience in digital business transformation, digital payment, FinTech and Omni-channel solutions.

Core Competencies

- Blockchain & Crypto-Currency
- Digital Acquisition and Payment
- Digital Strategy
- Digital Transformation
- Digital Marketing & Sales
- Innovation & FinTech
- Loyalty & market place
- Customer Journey Mapping
- User Experience (UX) Design
- Business Development
- System design
- Software engineering
- Project/Program Management
- Investment analysis
- Budgetary control
- Leadership skills
- Problem solving & Decision making
- Negotiating skills

Professional Experience

BANQUE SAUDI FRANSI (BSF), RIYADH, SAUDI ARABIA

Senior Executive Manager – Digital Banking & Transformation – Retail Banking Group, Jul 2010 till date

- Handling digital Acquisition to increase customer onboarding digitally
- Managing Digital sales to deliver STP credit card, Personal Finance and Home Finance
- Working on digital engagement module to increase digital banking penetration
- Establishing Voice of customers and NPS to increase customer satisfactions
- Focusing on digital payment and managing mobile payment projects in addition to the new projects from Saudi Payment related to transfers and QR payments
- Establishing market place with engagement with loyalty program.
- Organizing customer centricity and retention operating model.
- Building Bank as a Service (BaaS) and Open Banking to encourage startup and fintech companies to use bank services
- Managing text channels and building ChatBot engine on Whatsapp and digital channels.
- Managing Branch digitalization projects to increase digital share of transaction percentage
- Working on Agency banking module to increase sales and customer acquisitions
- Establishing Saving modules for youth segment and prepare interactive family saving module between parent and children's
- Building cross selling module between bank subsidiaries companies such as leasing, insurance and capital
- Implementing retention team with arrangement with contact center to manage digital sales customers
- Handling Centralized KYC module between Bank subsidiaries companies
- Working on CRM project and focusing on implementing structured sales activities
- Focusing on wealth and private banking

- Establish robotics processes to enhance digital services.
- Build life style services especially on Mobile Banking application by depending on Geographic Location feature and event/trigger push notifications to notify clients for Bank offers with merchants.
- Prepare overall budget, deliver monthly revenue forecasts.
- Establish innovation and R&D section and run quarterly benchmark analysis.
- Working with digital marketing team to enhance SEO and SEM. In addition to promote digital services through social media.

THE SAUDI INVESTMENT BANK (SAIB), RIYADH, SAUDI ARABIA
Senior Developer /Project Manager - Aug 2002 – Jul 2010

- Ensured compliance to project delivery schedule and other SLA parameters across the project life cycle
- Managed internet and mobile banking services
- Assisted the technical team in design & development tasks
- Involved in development/ delivery of web technological solutions aligned to organizational business objectives
- Maintained updated knowledge of technology conversions, online and mobile development
- Rendered technical guidance to team members
- Developed platform readiness for SAIB internet, mobile banking and share trading website
- Involved in collation/ analysis of business requirements

Academics

- **B Sc. (Computer Science)**, Princess Sumaya University (PSU), Jordan, 2001

Certificates & Courses

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| <ul style="list-style-type: none"> • Certificate of completion (Master in Digital Marketing) – Certificate ID (ES-25275) • Scrum Fundamentals Certified – Membership ID (815160) • Mini MBA Diploma – Certification ID (187075-159-060-8169) • Certified FinTech and Blockchain- LEORON – Membership ID (2018/43623) | <ul style="list-style-type: none"> • Certified Digital Transformation Manager – IIEC – Membership ID (18080122) • Certified project manager from PMCO- Project Management Certification Organization Membership ID (55794169) • Project Management (PMP) course • IBM MQ Broker • Web Master |
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Personal Details

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| <ul style="list-style-type: none"> • Date of Birth: 04th April 1980 • Languages: English and Arabic | <ul style="list-style-type: none"> • Nationality: Jordanian • Marital Status: Married |
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