

# Ahmed Awad Alobied Ali

Marketing, Payment Risk Analyst

UAE, Ajman, Al Nuaimiya, Al-Fajr 3 Building

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## Professional Summary

A highly skilled and results-oriented Risk Analyst with extensive experience in banking supervision, cybersecurity, and financial oversight. Over a decade of expertise in protecting payment systems, identifying and mitigating cyber threats, and ensuring compliance with regulatory frameworks. Proven track record in leading successful risk management initiatives, enhancing banking operations, and contributing to the stability of the national financial system. Seeking to leverage my expertise to support sustainable economic development and fortify the resilience of financial infrastructures.

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## Professional Experience

### **Payment Risk Analyst, Risk and Security Section, Central Bank of Sudan**

*August 2022 – Present*

- Conduct comprehensive risk and security assessments, identifying potential cyber threats and system vulnerabilities.
- Develop and implement strategic risk management and security protocols to protect electronic payment systems.
- Monitor systems continuously for security breaches and lead incident response efforts to mitigate risks.
- Ensure compliance with regulatory requirements and stay ahead of evolving security challenges.
- Conduct employee training on security awareness to minimize human-related risks.
- Collaborate with internal teams and external partners to enhance the bank's security posture.

## **Banking Supervisor, Central Bank of Sudan**

*August 2016 – July 2022*

- Supervised and monitored the financial soundness of over 36 banks, ensuring compliance with the Central Bank's regulatory requirements.
- Led a team in the development and implementation of financial oversight strategies, enhancing bank competitiveness by 15%.
- Conducted in-depth financial analyses to identify and mitigate risks, contributing to the stability of the national banking system.
- Collaborated with government bodies to establish governance frameworks, resulting in a 10% improvement in financial transparency.

## **Marketing Officer, Aljazeera Sudanese Jordanian Bank**

*November 2015 – July 2016*

- Spearheaded the creation and execution of marketing campaigns, leading to a 25% increase in customer engagement and a 10% boost in account openings.
- Conducted market research to identify key trends and opportunities, enabling targeted marketing efforts that improved ROI by 20%.
- Revitalized the company's online presence by introducing scheduled email marketing programs, resulting in a 15% increase in website traffic.
- Managed a team of 5 marketing professionals, ensuring the successful delivery of all marketing projects on time and within budget.

## **Marketing Officer, Almarafi for Roads and Bridges**

*November 2012 – October 2015*

- Coordinated and optimized marketing campaigns across various channels, achieving a 30% increase in brand awareness.
- Designed and produced graphic materials for marketing initiatives, contributing to a 20% increase in project bids won.
- Analyzed campaign performance data, providing actionable insights that led to a 15% improvement in marketing effectiveness.

- Advised senior management on marketing strategies, playing a key role in securing high-value contracts.
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## Education

### **Master of Global Economy (WTO), University of International Business and Economics**

*September 2020 – July 2022*

- Graduated with High Honors
- Developed expertise in international trade regulations, global economic policies, and WTO frameworks.
- Conducted a research project on the impact of global economic policies on emerging markets, receiving top accolades.

### **Bachelor's Degree in Banking, Alnasr University**

*August 2008 – October 2012*

- Graduated with Excellence
  - Gained in-depth knowledge of financial management, banking operations, and economic theories.
  - Actively participated in student-led projects focused on financial analysis and market research, contributing to real-world business solutions.
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## Skills

- **Strategic Networking:** Built and maintained strong relationships with key stakeholders, resulting in successful collaborations and business growth.
- **Negotiation:** Expert in negotiating contracts and agreements, achieving favorable outcomes for the organization.
- **Problem-Solving:** Skilled in identifying issues and implementing effective solutions that enhance operational efficiency.

- **Project Management:** Managed multiple projects simultaneously, ensuring timely completion and alignment with strategic goals.
  - **Microsoft Office Suite:** Advanced proficiency in Excel (including financial modeling), Word, PowerPoint, and Outlook.
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## Languages

- **Arabic:** Native (5/5)
  - **English:** Advanced (4/5)
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## Projects & Additional Activities

- **Financial Stability Initiative, Central Bank of Sudan:** Led a cross-functional team in developing a financial stability plan, resulting in improved risk management and a 10% reduction in non-performing loans.
- **Marketing Revamp Project, Aljazeera Sudanese Jordanian Bank:** Revitalized the bank's marketing strategy, leading to a significant increase in customer acquisition and retention.
- **Research on Global Economic Policies, University of International Business and Economics:** Authored a comprehensive research paper on the effects of WTO policies on developing economies, which was later published in a reputable journal.