

Rashed Rawashdeh

Data Analytics | Applied AI | Data Strategy & Governance | Business Intelligence

rashed.rrawashdeh@gmail.com | www.linkedin.com/in/rashed-rawashdeh | rashedrawashdeh.com

AE: +971 56 652 5671 | CA: +1 437 788 8560

Dubai, UAE | Toronto, Canada

Jordanian National | Canadian Permanent Resident

PROFESSIONAL SUMMARY

Analytics and Intelligence Leader with over 10 years of experience designing and leading data strategy, business intelligence, research, and AI-enabled decision-making programs across financial services, government, media, technology, and public affairs sectors in the Middle East and Africa, with growing focus on regulatory and risk intelligence. Proven track record of building end-to-end analytics infrastructure, leading cross-functional teams, and translating complex multi-source data into insights that drive executive-level decisions. Hands-on across applied, generative, and agentic AI, with deep expertise in stakeholder engagement, KPI framework design, statistical analysis, data governance, and commercial development across regulated and high-stakes environments.

CORE COMPETENCIES

Leadership & Strategy: Data Strategy | Analytics Leadership | Cross-Functional Team Leadership | Executive Reporting | Commercial Development & Upselling | Program & Budget Management | RFI/RFP Management

AI & Automation: Applied AI | Generative AI | Agentic AI | Large Language Models (LLMs) | Prompt Engineering | RAG Architecture | AI Governance & Ethics | Workflow Automation (n8n)

Data & Engineering: Data Governance | Data Management | SQL & BigQuery | Data Pipeline Design | Data Warehousing

Analytics & Statistics: KPI Framework Design | Statistical Analysis | A/B & Control-Group Testing | R | Python (Basic) | SAS

BI & Visualization: Business Intelligence & Reporting | Tableau | Power BI | Looker Studio

Research & Intelligence: Market Research | Primary & Secondary Research | Regulatory & Risk Intelligence | Brand Health Tracking | Media Intelligence | Brandwatch | Talkwalker | NetbaseQuid | Qualtrics

PROFESSIONAL EXPERIENCE

Advisor

SyenaH GmbH | December 2025 – Present | Dubai, UAE

- Advised on and helped build the Middle East and Africa commercial operation for an enterprise risk intelligence platform across the UAE, KSA, and South Africa, spanning financial institutions, regulated corporates, and government entities.
- Advised leadership on regional go-to-market strategy and built the pipeline end to end, from prospecting and stakeholder engagement through proposal development and commercial negotiation.
- Engaged senior decision-makers across government bodies, sovereign entities, and regulated institutions on the adoption of real-time risk and regulatory intelligence in complex operating environments.
- Established a channel partnership in Africa through a structured referral agreement, extending platform reach beyond direct markets.

Director – Research & Analytics

FGS Global | February 2023 – December 2025 | Dubai, UAE

- Promoted to Director in 2025 after joining as Associate Director in 2023, progressing from co-leading to leading a seven-person, multi-discipline team across market research, media intelligence, and data analytics for the firm's most important clients.
- Introduced new statistical methods and data products to upsell existing clients, including advanced statistical analysis, benchmarking and comparison indices, analytics-backed brand health trackers, and

dashboarding solutions; one engagement raised a multi-million-dirham retainer by 20 percent, while another lifted a client quotation by 15 percent and cut internal and vendor costs by 10 percent.

- Drove the firm's AI implementation, cutting research report generation from two weeks to three days and, through automated workflows with n8n and large language models including Claude and ChatGPT, reducing quarterly reporting effort by 30 percent and daily reporting by 12 percent.
- Architected the analytics infrastructure on Google BigQuery and SQL and built an R-based scoring model that reduced a multi-week calculation to hours, feeding the executive dashboards and KPI reporting that gave senior leadership a consolidated, real-time view of performance.
- Established AI and data governance frameworks ensuring sound, validated use of AI across analytical workflows while maintaining data integrity standards.
- Saved 30 to 40 percent on multiple research programs by building in-house technical capability, including structured development programs across three employee levels.

Insight Account Director

Brunswick Group | September 2021 – February 2023 | Dubai, UAE

- Project managed insight mandates for institutional investors, high net worth individuals, and corporate clients across financial services and public affairs, tailoring each research program through immersion sessions with senior client management.
- Conducted advanced quantitative and qualitative research including surveys, focus groups, in-depth interviews, and stakeholder mapping across consumer, retail, and institutional audiences.
- Performed statistical analysis and data visualization of proprietary transactional and behavioral datasets using R, Tableau, Excel, and PowerPoint.
- Led media intelligence and conversation mapping using Brandwatch, Talkwalker, NetbaseQuid, Onalytica, and Newswhip, and supported new business through proposals and client pitches.

Senior Data Analyst

MAGNiTT | December 2019 – September 2021 | Dubai, UAE

- Led the research function on an interim basis, coordinating data collection and quality assurance with the data team, analyzing venture investment trends, and producing monthly reports and data-driven articles across the firm's regional coverage.
- Inspected, mined, and transformed venture investment data into actionable insights using SQL, Excel, and Tableau.
- Monitored and reported department KPIs, providing recommendations to improve business efficiency and data quality.

Data Analyst

OSN | June 2016 – December 2019 | Dubai, UAE

- Progressed from capacity planning and forecasting into a data analyst role, analyzing subscriber and operational data across content, commercial, and customer service functions using SAS, SQL, and Excel, and building capacity planning models and demand forecasts for operational resource allocation.
- Partnered with senior data scientists and the marketing team on a leadership directive to halve annual marketing spend from AED 800,000 to AED 400,000, designing and running control-group and A/B testing, statistical analysis, and user-journey analysis that drove stronger calls to action and a shift from SMS to email, delivering a 50 percent reduction.
- Built and maintained reporting frameworks and structured datasets to track key business metrics for senior management review.

EDUCATION

Bachelor of Commerce, Finance | University of Wollongong, Dubai | 2012 – 2016

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Tableau Desktop Specialist (2021)

- Data-Driven Decision Making, PwC / Coursera (2019)
- SQL for Data Science, University of California, Davis / Coursera (2019)
- Data Science Specialization (R, Statistics and Machine Learning), Johns Hopkins / Coursera (completion expected June 2026)
- Microsoft PL-300 Power BI Data Analyst (planned 2026)
- Google Analytics 4 (planned 2026)

LANGUAGES

Arabic (Native) | English (Fluent)