

ALI BADRAWI

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Senior Officer | MBA Candidate | CAPM® Certified | Public Sector Project Management & Operational Intelligence Professional

EDUCATION

American University of Sharjah (AUS) | Sharjah, UAE

- **Master of Business Administration (MBA)** | Aug 2024 – Present
- **Bachelor of Science in Business Administration: Management Information Systems (MIS)** | Aug 2019 – June 2023

PROFESSIONAL EXPERIENCE

Founder | Confidential (Classical Arabic Publishing Venture) Dubai, UAE | Jan 2026 – Present

- **Venture Architecture:** Spearheading the launch of a boutique publishing house dedicated to revitalizing **Classical Arabic Literature** through a hybrid dual-model (Physical Print & E-book) distribution strategy.
- **Hybrid Product Strategy:** Architecting a "Modern Classics" framework to preserve heritage texts, ensuring high-fidelity digital rendering alongside premium physical production standards.
- **Market Validation & Growth:** Orchestrating targeted digital campaigns and landing page experiments to quantify demand within niche literary segments, focusing on high-intent reader acquisition.
- **Agency & Vendor Governance:** Directing a creative agency in the development of a comprehensive online presence, ensuring UI/UX reflects the cultural prestige and scholarly depth of the brand.
- **Operational Strategy:** Defining the end-to-end supply chain for print-on-demand and digital rights management (DRM) to optimize inventory overhead during the pre-launch phase.

Senior Officer | Roads and Transport Authority (RTA) Public Transport Agency (PTA), Dubai, UAE | Nov 2024 – Present

- **Strategic Metric Design:** Collaborated with external global consulting firms to conduct international benchmark studies, defining core success metrics and KPIs for high-priority pilots, including the Taxi Sector and School Bus Pooling programs.
- **Executive Decision Support:** Conducted rigorous "Go/No-Go" analyses for the **RTA Director General** and **PTA CEO**, directly influencing the implementation of legislation-imposed policy changes and operational directives.

- **Multi-Million AED Project Management:** Orchestrate project planning and lifecycle management for the School Bus Pooling pilot—a multi-million AED initiative—ensuring alignment with Dubai’s strategic transport objectives.
- **Stakeholder & Vendor Governance:** Lead stakeholder communication and rigorous vendor evaluation processes for confidential, high-scale transport projects to ensure technical and commercial viability.
- **Operational Intelligence:** Engineer and deliver detailed daily, weekly, and monthly reports analyzing KPIs for critical services, such as the Dubai-to-Abu Dhabi point-to-point taxi pooling service.

Graduate Research Assistant (Part-time) | American University of Sharjah (AUS) Sharjah, UAE | Jan 2025 – Oct 2025

- **Petroleum Industry Risk Analysis:** Spearheaded data collection efforts for research exploring risk management strategies within the global petroleum sector.
- **Survey Instrumentation:** Designed and deployed complex survey instruments via **Google Forms**, managing data hygiene and integrity for high-volume respondent sets.

Undergraduate Teaching Assistant (Part-time) | American University of Sharjah (AUS) Sharjah, UAE | Jan 2022 – June 2023

- **Performance Assessment:** Managed student evaluations and grading for in-class activities and presentations using standardized rubrics for Operations and Logistics Management courses.

RESEARCH & PUBLICATIONS

A Review of Open Source Software (OSS) Implementations in the Public Sector *Department of Management, Strategy and Entrepreneurship, AUS | 2025*

- **Policy Analysis:** Authored a research paper exploring digital sovereignty, cost reduction, and vendor independence through OSS, uncovering insights for UAE policymakers.
- **Case Study Synthesis:** Analyzed international implementation cases (Germany’s OZG 2.0 and Switzerland’s EMBAG) to develop a framework for local development.

STRATEGIC PROJECTS

MBA LEVEL: Samsung SmartThings Marketing Sentiment Analysis

- **Big Data Analytics:** Engineered a sentiment analysis pipeline using **R, Python, and LLMs** to process **10,000+ Google Reviews**, identifying critical market gaps for the SmartThings ecosystem in the UAE.
- **Consumer Intelligence:** Synthesized qualitative focus group data with large-scale quantitative sentiment data to guide strategic marketing for Gen-Z and Gen-Alpha demographics.

UNDERGRADUATE: Information Systems (IS) Strategy Capstone | Singaporean Fintech

- **System Architecture Design:** Developed a comprehensive IS architecture for a multinational fintech firm, integrating **ERP framework** requirements with bespoke technical specifications.
- **C-Suite Advisory:** Conducted structured interviews with **C-level executives** to translate high-level business goals into functional system use cases and implementation roadmaps.

UNDERGRADUATE: Restaurant Information System (IS) Design

- **Full-Stack Modeling:** Designed a relational database and system architecture, including **Entity Relationship Diagrams (ERD)** and swimlane process diagrams for a local enterprise.

CERTIFICATIONS & TECHNICAL CORE

- **Certification:** **Certified Associate in Project Management (CAPM)®** – Project Management Institute (PMI)
- **Data & Analytics:** R, Python, Stata, MiniTab, Tableau.
- **Database & ERP:** SQL (Oracle Dialect), SAP ERP.
- **Project Management:** Microsoft Project, Project Planning, Vendor Evaluation, Stakeholder Management.
- **AI & Digital Tools:** LLM Prompt Engineering (ChatGPT, Perplexity AI), Google Forms.