

# Amjed Ibrahim Ahmed

## Data Engineer & BI Lead

SQL Server · Power BI · Data Management

Riyadh, Saudi Arabia  
Mobile / WhatsApp +966 50 003 9603  
mr.amjed.ahmed@gmail.com  
linkedin.com/in/amjed-alhaj  
amjed-ahmed.com

### CERTIFICATIONS

#### SQL AI Developer Associate

Microsoft · DP-800  
Sep 2026

#### Power BI Data Analyst Associate

Microsoft · PL-300  
Jul 2026

#### Certified Data Management Professional (CDMP)

DAMA International  
2024

### TECHNICAL SKILLS

#### SQL & Databases

Microsoft SQL Server · SSMS · T-SQL (joins, CTEs, window functions, views, stored procedures, triggers) · indexing & Query Store tuning · JSON & regex functions · Azure SQL

#### ETL & Data Integration

SSIS (control & data flow, scheduled loads) · Power Query (M) · data cleansing, matching & validation rules

#### Data Modelling

Dimensional modelling · star schema · fact & dimension design · relationships & cardinality · model optimisation for reporting

#### Business Intelligence

Power BI Desktop & Service · DAX (measures, calculated columns, time intelligence) · KPI frameworks · advanced Excel

### PROFILE

Data professional with 19+ years building and running the systems and data layer behind national programmes, from Sudan’s national ID civil registry to telecom regulation, government ministries and a national utility. Owns the full path from source to decision: ingestion and cleansing with SSIS and Power Query, relational and dimensional modelling in SQL Server, and governed Power BI models that business and regulatory users rely on. Microsoft-certified in SQL AI development and Power BI, and DAMA CDMP-certified in data management.

### PROFESSIONAL EXPERIENCE

#### Smart Solutions & Data Projects

Sep 2026 – Present

Future Leaders Training Center (FLTC) · Riyadh, Saudi Arabia

- Leads data and AI solution projects from requirements and design through delivery.
- Builds AI-assisted SQL solutions on the SQL Server and Azure SQL stack.

#### Data Management Training Analyst & Designer

Sep 2025 – Aug 2026

APEX (Dubai) · National Water Company, Western Sector, Saudi Arabia

- Analysed the company’s data-management training needs across the Western Sector’s business units, identifying capability gaps by role and function.
- Designed the *Data Analysis with Power BI* programme (3 days, 18 hours): descriptive statistics, data acquisition and cleansing in Power Query, data modelling and DAX, and publishing to Power BI Service — trainees start from raw NWC data and finish with a published report.
- Produced the trainer guide, trainee workbook and an applied capstone project built on NWC’s own operational data.

SKILLS (CONT.)

Data Management & Governance

DAMA-DMBOK · data governance · data quality · data dictionaries & metadata · SOPs for collection, retention & release

SQL & AI (DP-800 scope)

Vector data & vector search in SQL · embeddings & chunking · RAG over SQL data · SQL Database Projects (DACPAC) & CI/CD · Data API builder · Always Encrypted, row-level security, dynamic data masking

LANGUAGES

ArabicNative

EnglishProfessional working

EXPERIENCE (CONT.)

Data & Reporting Lead – Training Programme

Jul 2024 – Aug 2025

**Alkhaleej Training & Education Co.** · National Water Company, Northern Sector Project

- Built the Power BI data model and refresh pipeline behind the programme dashboards, consolidating trainee, attendance and assessment sources into one reporting dataset for 160+ employees across Al-Jouf, Hail and Al-Qassim.
- Automated in Power Query the cleansing and reconciliation steps that had run by hand every cycle, cutting reporting turnaround and removing duplicate-record errors.
- Defined the DAX measure and KPI layer used to track training effectiveness against contract targets, and delivered the reports presented to NWC leadership.

Consumer Data Analysis Supervisor

Jan 2017 – Nov 2023

**National Telecommunications & Postal Authority** · Khartoum, Sudan

- Owned the regulator’s consumer data pipeline: ingested operator submissions, applied validation rules and resolved conflicts before publication, materially improving reporting accuracy.
- Modelled subscriber and complaint data into reusable reporting structures, replacing per-request extracts with a single source of truth, and built the sector KPI dashboards on top.
- Authored the SOPs and data dictionaries governing data collection, retention and release across the data operations team.
- Member of the authority’s Big Data team; delivered internal training on data governance and data security.

Strategic Planning & Data Reporting Lead

Jan 2014 – Jan 2017

**Ministry of Communications & Information Technology** · Khartoum, Sudan

- Compiled the national ICT indicator datasets submitted to international organisations, standardising definitions across contributing agencies.
- Prepared the ministry’s periodic data reports to the Council of Ministers and supervised reporting across ministry units.
- Built the ministry’s performance dashboards on those datasets, tracking goals against a common set of measures.
- Led the digital-transformation work that moved reporting from spreadsheets to database-backed sources.

EDUCATION

- M.Sc. Computer Science**  
Sudan University of Science & Technology  
2016
- Postgraduate Diploma in Computer Science**  
Sudan University of Science & Technology  
2005
- B.Sc. Mathematical Sciences & Statistics**  
Alneelain University  
2003

EARLIER CAREER

- IT Supervisor** Jan 2011 – Jan 2014  
**Ministry of Human Resources Development & Labour** · Sudan  
Ran the systems and databases behind national workforce reporting; led the labour-statistics analysis team and set query and validation standards.
- Systems & Applications Project Manager** 2009 – Jan 2011  
**Alpha Integrated Solutions** · Khartoum, Sudan  
Managed client systems and applications projects from requirements to delivery, leading the analysis team; led database analysis for client systems and trained client staff on system administration.
- Project Manager, Civil Registry Magnetic ID Card** Feb 2006 – 2009  
**Diamond Computer & Communications Co.** · Ministry of Interior Civil Registry (National ID) Project, Sudan  
Managed the magnetic ID-card project for Sudan’s civil registry: designed and installed the card-issuing systems, developed and managed the ID-card system database, built the report tracking registry-system adoption, and trained 250+ officers and technical staff on database use and reporting.

COMMUNITY & PUBLICATIONS

- Founder, Arab Data Hub** · [arabdatahub.org](http://arabdatahub.org)  
Membership, training and mentoring platform for Arab data practitioners, including CDMP preparation programmes.
- Founder, New Vision Training Center**  
Sudan
- Author**  
*The Artificial Intelligence Handbook* (2024) · *Context Engineering: The Art of Ordering Digital Chaos* (2025)

PROFESSIONAL DEVELOPMENT

- Professional & Trustworthy Trainer** — Canadian Training Center of Human Development; delivers training in Power BI, data modelling, SQL & data governance 2013
- PMP Preparatory Course** — 45 contact hours, PMI standard · Milestone Training Center 2014
- PMO-CP Preparatory Course** — Milestone Training Center 2024
- What Is Generative AI? · Custom GPTs for Creative Problem Solving** — LinkedIn Learning 2025