



# SAMER ELADAD

BUSINESS INFORMATICS (B.Sc.)

## CONTACT

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## SUMMARY

Business Informatics graduate with hands-on experience in **ERP systems**, **data engineering**, and **process automation**. Skilled in **Python**, **SQL**, and **Power BI**, with a track record of designing scalable solutions that improve operational efficiency and data visibility. Experienced in international projects, **AI** prototyping, and cross-functional teams. Passionate about using technology to solve complex business problems and continuously deliver measurable impact.

## WORK EXPERIENCE

### EI ELECTRONICS KG

#### Solutions Engineer

| December 2024 – Present

- Manage and optimize **Infor** and **Dynamics 365** ERP systems across three entities, leading the complete setup and go-live of an international subsidiary and acting as the sole ERP manager and technical liaison.
- Design and implement **Power BI** data models and dashboards (**DAX**, **SQL**), performing end-to-end **data engineering** from cleaning to presentation, improving reporting accuracy and automating weekly reports.
- Automate key **business processes** (e.g., OCR-based order workflows, invoice posting) and maintain system documentation, security roles, and user training using **Confluence** and **SharePoint**.

### MERCEDES-BENZ

#### Intern & Bachelor Thesis

| October 2023 – September 2024

#### Information Office Production & Logistics

- Identified inefficiencies in **system documentation** practices during my internship and used them as the basis for my Bachelor's thesis.
- Developed an **AI-based prototype** on **Azure** to automate and enhance system documentation, projected to **increase efficiency by 30%** and **reduce related costs by 40%**.
- Improved **project communication** and task management by integrating **ServiceNow**, **Mural**, and Project management frameworks such as **Jira**.

### METRO MARKETS

#### Seller Support (Working Student)

| March 2022 – September 2023

- Supported the company's **international expansion** into Italy, Portugal, Netherlands, and France.
- Built **Power BI** dashboards in collaboration with BI team for seller and product analytics.
- Contributed to **25% year-over-year** revenue growth for a key customer through data-driven insights and operational support.
- Managed workflows using **Salesforce** and Confluence to ensure accuracy and efficiency.

## TECHNICAL SKILLS

- Data Analysis & Modeling
- Business Intelligence & Reporting
- Process Automation
- ERP & System Integration
- AI Prototyping & Workflow Automation
- Technical Documentation
- Cross-functional Collaboration

## TOOLS & PLATFORMS

- Python, SQL
- Power BI (DAX, Data Modeling)
- Microsoft Azure (Azure OpenAI)
- API Integration (REST)
- ERP: Infor, Dynamics 365
- Salesforce
- Git
- Jira, Confluence, SharePoint

## LANGUAGES

- Arabic – Native
- English – Fluent
- German – Fluent

## C E R T I F I C A T E S

**DIGITAL SHAPER**  
(AI & Deep Learning)  
TechLabs | Germany, Sep 2024

**DIGITAL SHAPER**  
(Data Science)  
TechLabs | Germany, Apr 2024

**FULL STACK DEVELOPER**  
Udacity | UAE, Aug 2018

## W O R K S H O P S

- Microsoft Dynamics 365 Business Central
- AI Governance & Ideation

## A W A R D S

**Robotics Race** – First Place  
Hochschule Bochum | Germany, 2021

## E D U C A T I O N

**BOCHUM UNIVERSITY OF APPLIED SCIENCES**  
**Bachelor of Science in Business Informatics**  
Bochum, Germany | October 2021 – October 2024  
**Final Grade:** 2.19 (Good – German grading system)

Relevant Coursework:  
Data Science, Software Engineering, Python, Java, Algorithms, Artificial Intelligence

**RHEINISCHES STUDIENKOLLEG**  
**Business and mathematics college course**  
Bonn, Germany | January 2017 – November 2017  
**Final Grade:** 1.3 (Very Good – German grading system)

## P R O J E C T S

**CINEMALYTICS** | April 2024

- Built a machine learning-driven movie recommendation platform for producers to choose optimal streaming platforms, using **Python** and **SQL**.
- Applied models such as **Random Forest** to analyze genre-platform performance and optimize placement decisions.

**BITCOIN WALLET** | December 2023

- Co-developed a secure Bitcoin wallet in a team with focus on user experience and transaction safety using **Java**.
- Enabled wallet creation, key management, and secure Bitcoin transactions as part of university security module.

**myTRANSLATE** | July 2023

- Created a web app for on-demand expert translation of scientific texts using **HTML**, **CSS**, and **JavaScript**.

## V O L U N T E E R E X P E R I E N C E

**TECHLABS GLOBAL** | January 2024 – January 2025  
**Growth Acceleration Manager**

- Organized community events with 300+ attendees including companies like Huawei and Amazon.
- Led marketing, social media, and website optimization initiatives to support digital education.