

# ROLE PROFILE

<b>Position Title:</b> Senior Specialist Data Science	<b>Reporting to:</b> Senior Director AI Hub
<b>Business Unit:</b> Strategy and Digital Transformation	
<b>Division:</b> AI Hub	<b>Department:</b> Nexus Project

## A. ROLE AND CONTEXT

<p><b>Purpose:</b> This role is responsible for strengthening the AI practice by working closely with the relevant stakeholders (B2B/C, Technology, Finance etc.) on impactful AI/ML and GenAI use cases to contribute to business strategy, digital growth and an evolving data &amp; AI roadmap. The role will focus on translating customer and commercial needs into scalable ML/Gen AI/Data Science models and decisioning capabilities across business domains including customer value management (CVM), marketing, digital sales and customer care.</p>	<p><b>Functional Context:</b> Ooredoo places strong emphasis on a data-driven culture. In an ever-changing business landscape, there is increasing organizational focus on using AI/ML in day-to-day practice to create value, efficiency, and diversification. The AI Hub division is responsible for putting in place and executing the data &amp; AI roadmap, business plan, and strategy. Ooredoo is building a cloud platform-based solutions involving GCP that hosts the data platform and supports analytics and ML workloads, while Azure hosts GenAI and agentic AI workloads.</p>
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## B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> <li>Understand business requirements for Telecom business (B2C/B2B) and develop AI/ML based data science models to do value addition.</li> <li>Own end-to-end AI/ML model lifecycle: problem framing, data discovery, feature engineering, training, validation, deployment, monitoring, and continuous improvement (self-learning where applicable).</li> <li>Deliver Customer Value Management (CVM) use cases such as churn prediction and prevention, customer lifetime value (CLV), propensity models for upsell/cross-sell, and Next Best Offer / Next Best Action frameworks.</li> <li>Enable hyper-personalization and real-time decisioning by designing decision logic, recommendation models and event-driven scoring to support always-on campaigns and contextual offers.</li> <li>Support AI-enabled marketing and digital sales optimization, including audience segmentation, campaign optimization, attribution/uplift measurement, personalized messaging, and digital funnel conversion analytics.</li> <li>Develop call-center efficiency use cases including call volume forecasting, workforce optimization inputs, routing/prioritization analytics, and AI-assisted service journeys.</li> <li>Design and implement conversational AI and GenAI solutions (e.g., virtual assistants, agent-assist, summarization, knowledge retrieval) to improve customer experience and operational efficiency while adhering to governance controls.</li> <li>Command on PL/SQL with feature extraction, pre-processing of data, training, scoring, and actionable insight extraction in leading database platforms e.g., Teradata, Oracle etc.</li> <li>Build insights through statistical measures/algorithms/graphs/info graphics and communicate results in a business friendly format for stakeholders and leadership.</li> <li>Evaluate models and establish robust tracking mechanisms for adoption and realized business outcomes; proactively follow up on lead utilization with use case owners.</li> <li>Ensure Responsible AI practices: model governance, documentation, privacy-by-design, bias/robustness testing, explainability where required, and secure handling of customer data.</li> <li>Manage and continuously improve the Data Science Operational Framework, including standards for reusable code, model registries, versioning, and release management in collaboration with Technology teams.</li> <li>Work as part of a shared function across organization on use cases to support product growth, cost optimization, customer engagement and customer experience improvements.</li> </ul>
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## C. SCOPE AND INTERACTIONS

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<b>Direct Revenue Responsibility:</b> Yes <b>Direct Budget Responsibility:</b> No <b>Direct People Management Responsibility:</b> No	<b>Primary Interactions (Internal/External)</b>	
	<b>Internal Relationships:</b> Cross Functional	<b>External Relationships:</b> Vendors Business Partners

## D. KEY PERFORMANCE INDICATORS (KPI)

- Establishing and scaling Data Science and GenAI practice within organization (standards, governance and delivery cadence).
- AI/ML/GenAI based model development, deployment and roll-out into production and/or business processes.
- Adoption of deployed models (campaign usage, decisioning integration, frontline utilization) and continuous optimization based on feedback.
- Automation and self-learning mechanisms implemented for developed models and analysis, including monitoring and alerting.
- Quality of model engineering (reproducibility, documentation, code quality, security and compliance adherence).
- Knowledge sharing and workshops for business users; capability uplift within cross-functional teams.

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<p><b>Minimum Experience, Essential Knowledge &amp; Skills</b></p> <p>10 years' experience in a similar role.</p> <p>Prior experience in data science and AI/ML-based advanced analytics, including hands-on development on leading data science platforms (Dataiku as the primary platform) using Python and R.</p> <p>Demonstrated expertise in predictive modelling for telecommunications (telco) customer analytics (e.g., churn prediction, propensity, customer lifetime value (CLV))<sup>47 48</sup>, as well as segmentation, recommendation/decisioning systems, and time-series forecasting.</p> <p>Experience implementing hyper-personalisation and Next Best Offer/Action frameworks in marketing and digital sales contexts.</p> <p>Practical knowledge of GenAI/LLM solutions (e.g., prompt engineering, retrieval-augmented generation, evaluation methodologies, and model guardrails) and hands-on experience using Gemini and/or Azure AI for automation and customer-experience use cases.</p> <p>Strong command of SQL and PL/SQL for advanced feature extraction with large-scale data on enterprise data platforms (e.g., Teradata, Oracle, BigQuery)</p> <p>Familiarity with MLOps practices - such as version control, pipeline orchestration, model registry, CI/CD deployment patterns, monitoring, and lifecycle management - within Dataiku and in collaboration with Technology teams.</p> <p>Understanding of Responsible AI principles, including privacy, security, and bias mitigation for AI models and automated decisioning.</p> <p>Excellent understanding of telecommunications commercial practices and customer journeys, and the ability to work cross-functionally with Product, Marketing, Sales, Digital, Technology teams.</p>	<p><b>Minimum Entry Qualifications</b></p> <p><b>Preferred Certifications / Other Qualifications</b></p> <p>Machine Learning Specializations Dataiku certification (e.g., Advanced Designer or ML Practitioner) is strongly preferred Certifications in cloud AI/data platforms (e.g., Microsoft Azure, Google Cloud) are a plus Relevant certifications or demonstrated experience in MLOps and/or GenAI solution development and governance are advantageous</p>
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
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