Huda Abu El-Hassan

Digital Transformation, Growth & Operations Consultant

Strategic Partner for Scalable Growth, AI-Driven Automation & Customer Success

About

A human-centered operations and growth leader with **10+ years of experience** building high-performing functions from scratch. I bridge the gap between technical infrastructure and commercial success, specializing in **Revenue Operations (RevOps)**, **Customer Success strategy**, and **Digital Transformation**. With a track record of scaling teams from **1 to 15** and operations from **single locations to global hubs**, I help organizations move from manual fragmentation to automated, data-driven systems.

Core Consulting Pillars

Revenue Operations (RevOps) & GTM Strategy: Building the operational backbone to align Sales, Marketing, and Customer Success. Expert in designing scalable GTM frameworks and pipeline enablement systems across global markets (EMEA, APAC, NA).

Customer Success & Community Scaling: Leveraging 10+ years of experience to design strategic onboarding, retention planning, and community enablement models for premium stakeholders.

Digital Transformation & AI Integration: Currently pursuing an **MSc in Digital Transformation,** specializing in **AI, Robotics, and Automation**. I lead initiatives that integrate modern tech stacks into legacy environments to improve efficiency.

CRM Architecture & Data Integrity: Designing clean, reliable CRM ecosystems (Zoho, Salesforce) that support forecasting and accountability. Proven experience migrating thousands of records into unified data hubs.

Scientific Research & Decision Support: Applying analytical rigor from a **BSc in Biosciences** and data science training to business challenges, ensuring transformation is backed by hard evidence.

Selected Impact Highlights

Operational Scaling (Centro CDX): Built the Service Delivery Planning function from scratch, growing a team from **1 to 15 people** across **3 global locations** to support **1,000+ staff**.

Workflow Automation (Mark's Pharmacy): Centralized 5 legacy systems into one unified Zoho CRM hub, **automating ~90% of workflows** and improving operational efficiency by ~70%.

Market Expansion (Flexiana & Storyblok): Qualified **six-figure enterprise pipelines** across the MENA region by aligning product storytelling with technical discovery and ROI.

Strategic Insights (Future Group): Established the first decision-support function, improving reporting turnaround by **~30%** through redesigned performance dashboards.

The HudaWorks Approach

While every engagement is unique, my work typically follows a clear, adaptable structure:

1. **Assess –** Diagnose systems, data, workflows, and decision gaps
2. **Design –** Define scalable operating models, metrics, and processes aligned with business goals
3. **Implement –** onfigure tools, automate workflows (AI/Zapier), and align cross-functional teams
4. **Scale –** Optimize performance insights and document SOPs for long-term global adoption

Contact

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