

NABIL BERTAL



AI TRANSFORMATION & ENABLEMENT

Enterprise AI Adoption · Workflow Reinvention
Change Leadership · GenAI Product Delivery

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Permanent work authorization in Germany · No sponsorship required

EXECUTIVE PROFILE

Enterprise transformation leader with 15+ years of experience turning technology and process change into adopted ways of working and measurable business value across global organisations. Now focused on AI transformation and enablement, combining enterprise-scale change leadership with hands-on GenAI product development to translate AI capabilities into practical, adopted workflows.

Experience includes leading change and adoption at **Deutsche Bank** for a global digitalisation programme impacting approximately 1,000 users across four regions, achieving **90% user adoption and €500k in realised annual savings**. Recent work includes designing and building an LLM-powered commercial intelligence product from customer discovery to production MVP.

CAREER HIGHLIGHTS

GLOBAL SCALE

Led transformation and adoption for **~1,000 users and four regions** at Deutsche Bank.

TRANSFORMATION METHODOLOGY

Developed a modular change framework adopted as the standard approach across **JLL Global Capital Markets**.

MEASURED VALUE

Achieved **90% user adoption** and **€500k in realised annual savings**.

APPLIED AI

Built an LLM-powered commercial intelligence product validated on data from **399 real prospects**, surfacing **77 priority opportunities** for commercial review.

CORE EXPERTISE

AI TRANSFORMATION & ENABLEMENT

AI use-case discovery · GenAI adoption · workflow redesign · AI-enabled process design · value realisation

BUSINESS-TECHNOLOGY DELIVERY

Business case development · requirements definition · workflow automation · UAT · cross-functional leadership · product delivery

ENTERPRISE CHANGE & TRANSFORMATION

Prosci/ADKAR-based change management · stakeholder mobilisation · process digitisation · scaled rollout · training & adoption

APPLIED AI

LLM workflow design · prompt engineering · structured information extraction · agentic workflows · RAG · API & tool integration · AI workflow automation

PROFESSIONAL EXPERIENCE

Founder | AI Product Lead - RIADIS

Nov 2025 - Present

Frankfurt am Main | riadis.ai
AI commercial intelligence · GenAI product delivery

AI commercial intelligence platform that transforms unstructured buyer conversations into structured buyer signals, prioritised opportunities and recommended sales actions for real estate developers.

- Built the product from customer discovery to production MVP, translating real commercial workflows and buyer conversations into AI-enabled qualification and prioritisation.
- Designed LLM-powered workflows that extract buyer signals including budget, financing, purchase timing, property requirements and intent, and convert them into recommended commercial actions.
- Led product delivery across workflow architecture, prompt engineering, structured extraction, UX, testing and deployment.
- Validated the platform on data from 399 real prospects across 11 real estate developers, surfacing 77 priority opportunities for commercial review.

PROFESSIONAL EXPERIENCE

Credit & Risk Manager - MET Germany GmbH

Feb 2024 - Nov 2025

Frankfurt am Main · Process digitisation · Salesforce · Credit automation

- Led the redesign and rollout of client onboarding in Salesforce, replacing a manual process with a standardised digital workflow that became the operating model for new client onboarding.
- Designed the target workflow and automation requirements and coordinated implementation through production launch.
- Led automation of credit workflows and assessment processes to reduce manual intervention, improve consistency and strengthen risk controls.

Lead Change Manager (Director) - Global Capital Markets, JLL

Sep 2022 - Mar 2023

Frankfurt am Main

- Designed and implemented a modular change-management framework adopted as the standard approach for change initiatives across Global Capital Markets.
- Led cross-functional workshops with Product, Operations and user groups to identify product gaps, adoption barriers and improvement requirements.
- Developed global change strategies to align product development, innovation, operations and commercial stakeholders.
- Advised senior leaders on stakeholder mobilisation, organisational adoption and transformation execution.

Position eliminated following company-wide restructuring.

Lead Change Manager - Deutsche Bank

Jul 2017 - Aug 2022

Frankfurt am Main

- Led change and adoption for a global digitalisation programme impacting approximately 1,000 users across four regions, achieving 90% user adoption and €500k in realised annual savings.
- Built the transformation business case and value model, quantifying the benefits of automation and tracking realised value after implementation.
- Led global discovery, requirements definition, sandbox testing and UAT, translating business pain points into automated process designs ready for scaled deployment.
- Coordinated four external consultants and mobilised a cross-functional change network of approximately 20 people, partnering with Managing Directors and Regional/Country Heads to execute local adoption plans.
- Designed and delivered change interventions based on Prosci/ADKAR principles, covering stakeholder mobilisation, communications, training, adoption and reinforcement.

EARLIER EXPERIENCE

Top Education Ltd - Co-founder & Product Manager

Mar 2016 - Jun 2017

Casablanca · Entrepreneurship, product development and business operations.

360 Treasury Systems (360T) - Business Support Manager

Feb 2014 - Feb 2016

Frankfurt am Main · Process automation and operational improvement. 360T became part of Deutsche Börse Group during this period.

Finalto Liquidity - Relationship Manager

Aug 2011 - Jul 2013

London · Strategic client relationship and commercial management.

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA (Finance) - Distinction

Gloucestershire University, London

2010-2011

Computer Science Engineer

École Nationale des Sciences Appliquées (ENSA), Marrakech

2003-2008

AI for Business Specialization

Wharton Online, University of Pennsylvania

2025

AI Product Manager Nanodegree

Udacity / Accenture

2025

LANGUAGES

English - C2 · French - C1 · Arabic / Darija - Native · German - B1, Goethe-Zertifikat