



Aiman Zeid, Head of Organizational Transformation Services – SAS Global Business Consulting

Career Highlights

Aiman Zeid heads Organizational Transformation Services for SAS Institute's Global Business Consulting unit. He has helped numerous organizations on four continents evaluate their organizational maturity and readiness to deploy business analytics. His focus on enterprise-wide approaches has made him a sought after consultant for starting Business Analytics Centers of Excellence.

Published Author, Business Transformation

Areas of Expertise

Zeid specializes in evaluating organizational maturity and readiness to deploy and use business analytics. He works with organizations in all industries to assess their technical information management infrastructure, resources and skills, processes and culture. He has 29 years of experience in information management, business consulting and technical implementation of business analytics and performance management solutions.

Zeid is his organization's in-house expert on SAS methodologies and is often called on to talk with analyst groups such as Forrester and Gartner. He is SAS' chief messenger for Business Analytics Centers of Excellence and helped develop the SAS Organizational Maturity Assessment methodology using the SAS Information Evolution Model. He is also a popular keynote speaker – having headlined business analytics talks in Greece, Turkey and the Philippines. He has presented jointly with noted management consultant and author Robert Morison on "Leading an Analytical Enterprise".

Degrees and Credentials

Zeid holds an MBA and a B.S. in engineering from George Washington University.

Prior Experience

Prior to joining SAS, Mr. Zeid held several senior research and analysis positions with consulting firms, including Battelle Institute and the Hay Group, where he applied SAS and other technologies to support the business requirements and strategies of organizations in the public, private and research sectors.

