

# Abdelali ES-SEMLALI

Business Analyst | Product Owner | AI Focal Point

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## PROFESSIONAL SUMMARY

Business Analyst, Product Owner and PMO with nearly 5 years in digital transformation, IT Governance and Agile/SAFe delivery (Airbus – Sopra Steria / Capgemini). Currently BA and AI Focal Point on an aerospace Manufacturing & Electrical Design program. Previously led the €1.5M development of Airbus's BCM platform serving 1,000+ end-users, with C-level stakeholder management across divisions. Certified PSPO I. Bilingual French/English.

## WORK EXPERIENCE

### Business Analyst & AI Focal Point – Airbus | Sopra Steria, Toulouse · Apr 2026 – Present

- Business Analyst on a strategic digital transformation program delivering applications that support Manufacturing & Electrical Design activities in an aerospace environment.
- Gather, analyze and translate business needs into functional requirements, features, user stories & acceptance criteria; contribute to backlog refinement, prioritization and functional validation.
- Operate in a SAFe environment across multiple Agile teams (PI Planning, refinement, Sprint Reviews, Retrospectives); align business, product and engineering stakeholders.
- AI Focal Point: identify and assess AI use cases for business value, support teams on AI-driven productivity & automation, and drive AI adoption through knowledge sharing, ideation and awareness initiatives.

### Product Owner – Airbus (CMAS) | Capgemini, Toulouse · Jan 2025 – Apr 2026

- Led the €1.5M development & deployment of Airbus's Crisis Management Application (CMAS / BCM), serving 150 key users and 1,000+ end-users across divisions.
- Managed a cross-functional team of 6 developers; C-level stakeholder management (Heads of Departments, Decision Makers, Enterprise & Division Crisis Management leads).
- Introduced a 3-phase validation process & requirement-freezing rules: +30% predictability in deliverables, -20% delivery time via hybrid Agile/Waterfall approach.
- Drove IT Governance & risk management (risk register, mitigation plans, escalation); facilitated steering committees, delivered training & change management.

### Business Analyst ServiceNow – Airbus | Capgemini, Toulouse · Feb 2024 – Jan 2025

- Built a ServiceNow app automating cybersecurity governance assessments across 300+ aircraft operator applications (EASA compliance); managed a team of 2 developers.
- Replaced a fully manual spreadsheet process with an end-to-end automated solution (20+ users); analyzed AS-IS processes & configured ServiceNow modules (technical & functional).
- Wrote Epics, Features & User Stories; prioritized backlog; executed UAT campaigns; coordinated releases & change management.

### Product Owner / PMO – Airbus | Capgemini, Toulouse · Jan 2022 – Feb 2024

- Managed product backlog end-to-end (User Stories, prioritization); planned & monitored milestones, deliverables & deadlines; facilitated steering committees.
- Supported project governance: risk identification, mitigation plans & follow-up; led change management initiatives & communication plans.

### Product Owner Intern | THALES, Toulouse · Apr – Sep 2021

- Facilitated Agile ceremonies; wrote User Stories; executed validation tests; ran workshops & customer demos for the US team; managed sprint planning & backlog.

## SKILLS

**Methodologies:** Agile / Scrum, SAFe (PI Planning, multi-team delivery), Sprint Planning, Backlog Management, Roadmap, Change Management, Program Management

**Tools & Platforms:** Jira, Trello, MS Project, Confluence, ServiceNow, Salesforce, Microsoft 365, Google Workspace

**BA Competencies:** Requirements elicitation, Process analysis, UAT, Stakeholder management, Risk management

**Domains:** IT Governance, IT Transformation, AI use cases & adoption, Manufacturing & Electrical Design, Business Continuity Management (BCM), Cybersecurity Governance

## CERTIFICATION & EDUCATION

**PSPO I – Scrum.org** | MSc Digital Project Management – Univ. Jean Jaurès, Toulouse (2021) | MSc Industrial PM – HECI, Casablanca (2018)

## LANGUAGES & INTERESTS

French & Arabic (native) | English (fluent, C1) **Interests:** Football, Basketball, NFL, Formula 1, UFC/Boxing