

SAFAT AL FAHIM

Senior FSI Go-To-Market & Strategic Customer Success | Infrastructure, AI & Digital Transformation

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SUMMARY

Trusted strategic advisor to financial-services and enterprise leadership teams, with 6+ years across go-to-market, consulting and customer success, including 5 years in regulated FSI across EMEA. At AWS, owns a **\$47.5M ARR portfolio** of FSI, enterprise and strategic XXL accounts, delivering **112% of revenue target in 2025 and 107% YTD in 2026**. Operating rule: start from the customer's own business goals, work backwards from first principles, and let internal targets follow. At Deloitte, owned the end-to-end relationships of 5 Tier-1 banks over 3 years, growing one from 3 projects to 7 workstreams. Known for **high agency, high integrity and high ownership**: building the mechanism when none exists, diving deep before proposing, and turning migration and AI complexity into executive narratives that move decisions.

CORE COMPETENCIES

Leadership: Team Leadership & Talent Development · Org Design & Role Rollout (Change the Org / Run the Org) · Bar Raiser Hiring · Executive & Board-Level Advisory

Customer & GTM: Working Backwards from Customer Outcomes · Strategic & XXL Account Leadership · ARR Expansion & Private Pricing Agreement (PPA) Negotiation · Executive Briefings & Innovation Workshops

Domain: Cloud Migration & De-risking (Datacenter Exit · SAP · Managed Services) · Infrastructure Modernization · Enterprise GenAI & Agentic AI · FSI Regulation & Risk (DORA · BCBS 239 · CSSF · MaRisk · Risk Culture & Non-Financial Risk) · Cloud FinOps

KEY ACHIEVEMENTS

- **\$47.5M ARR portfolio · 112% (2025) · 107% YTD (2026)** [AWS] FSI, enterprise and strategic XXL (\$10M+) accounts across EMEA; net usage +27% YoY; AWS AGS CSM of the Quarter (Dec 2025).
- **5 Tier-1 banks owned end to end over 3 years** [Deloitte] took one of the five from 3 projects (~€0.5M) to 7 workstreams (~€2.7M) as sole point of contact.
- **EMEA rollout of the Customer Deployment Engineer (CDE) role** [AWS] helped govern and deploy a new hands-on engineering role across EMEA SA and CSM teams, from customer permissions to compliance sign-off.
- **~€3.5M cost avoided, datacenter exit 3 months early** [AWS] unblocked migrations regulated by Luxembourg's CSSF at a Swiss private-markets firm; supported a \$15M / 3-year private pricing agreement.
- **GenAI from pilot to production in regulated FSI** [AWS] AI-Driven Development Lifecycle (AI-DLC) delivered for one of Austria's largest banking groups; self-service AI agents live for ~400 employees of an insurance broker in month one.
- **0.5 FTE capacity returned to customers** [AWS] co-built the EMEA leadership MBR dashboard and automated credit tagging, replacing a manual reporting task.

PROFESSIONAL EXPERIENCE

Customer Solutions Manager – Leader · Amazon Web Services, Berlin

Sep 2024 – Present

Individual contributor 2024–2025; since 2026 leading a team of 5 CSMs while still owning strategic XXL (\$10M+ ARR) enterprise accounts. End-to-end ownership of migration, modernization and AI adoption.

Customer outcomes

- **Delivered 112% of revenue target in 2025 and 107% YTD in 2026** across 15 enterprise customers, anchoring every plan to the customer's own business case first and AWS targets second.
- **Trusted advisor to the C-suite at regulated FSI firms:** aligned infrastructure, DevOps, security and compliance specialists to unblock CSSF-regulated migrations; datacenter exit pulled forward 3 months, ~€3.5M avoided.
- **Strategic XXL accounts since 2026:** own \$10M+ ARR enterprise relationships, including a post-merger Swiss insurance group, supporting a \$48M / 5-year private pricing agreement and its datacenter-exit program.
- **GenAI in regulated FSI, from pilot to production:** delivered AI-DLC for one of Austria's largest banking groups; secured management approval for an agentic AI coding pilot at a German bank (~20 beta users); rolled out self-service AI agents to ~400 employees of an insurance broker in month one (~\$14 per seat); 2 AI prototypes cut manual financial analysis ~40%.
- **Turned around stalled migrations by diving deep:** rebuilt a failing partner's governance and re-scoped the project with its CEO: 6 months recovered, MRR up from \$6.2K to \$57K, \$36K of ineligible spend removed, and the customer went on to win a global hotel group (adding \$325K ARR); Oracle/RDS workshops unblocked a stalled retail migration (+556% migration revenue); a Well-Architected review cut a utility ISV's EC2 cost by 21%.

Leadership & org-wide impact

- **Revenue Goal Co-Champion, EMEA acceleration plan:** co-owning the revenue goal for a \$500M portfolio.
- **Leading a team of 5 CSMs (since 2026) and mentoring 11 CSMs, SAs and Account Managers** from early-career to senior; raising the hiring bar as an AWS Bar Raiser.
- **Orchestrated the EMEA rollout of the CDE role** across SA and CSM organizations: co-designed the governance and closed every customer permission, security and compliance question before deployment.
- **Set the EMEA-wide migration reporting standard:** co-built the leadership monthly business review (MBR) dashboard and credit-tagging automation, previously a manual Portfolio Manager task. Team reporting compliance rose to 88%, stalled migrations surfaced earlier, and 0.5 FTE of CSM capacity went back to customer work.

- **Scaled enablement beyond the portfolio:** founded DACH's inaugural Experience-Based Acceleration (EBA) Bootcamp (20+ EBAs in pipeline, \$4.7M ARR influenced); co-organized Innovation at Amazon executive events in Munich (CSAT 4.6/5; 19 leaders, 14 enterprises; 9 opportunities, \$260K ARR influenced) and Berlin (CSAT 4.5/5); ran the team's first online hackathon.

Consultant • Project & Account Manager • Deloitte, Berlin / Frankfurt

Oct 2021 – Aug 2024

Banking & Capital Markets, focused on risk management: risk culture, non-financial risk, and BCBS 239 risk data aggregation and reporting across trading, valuation, accounting and risk.

- **Owned 5 Tier-1 bank relationships end to end over 3 years:** took one, as sole point of contact, from 3 projects to 7 workstreams (~€0.5M to ~€2.7M, ~5x) by delivering first, then bringing the next problem worth solving.
- **Ran BCBS 239 data-quality remediation** for a bank serving 20M customers: 12 data managers across 7 global hubs, progress reported to the Management Board; >€1.2M recurring revenue.
- **Led a post-Brexit relocation of customer data** across the UK, Germany and France: 5-person team, ~€1M recurring revenue.
- **Led workshops and roundtables on risk culture and non-financial risk;** co-authored Deloitte's perspective on integrating risk functions in bank mergers (2022).
- **Built a senior network across leading German banks,** translating BCBS 239 and DORA into roadmaps that opened new mandates; speaker at FixBE 2023; Deloitte representative at Google Cloud Digital Days Berlin 2023.

Business Development, Sales Engineering, Growth & Academia • 4 organizations

2019 – 2021

Wamolo (formerly Parkdepot), Munich • Amazon, Düsseldorf • Richter Chemie-Technik, Krefeld • Jacobs University

- **Built Python scraping pipelines generating 200K+ B2B leads** and co-led DACH expansion analysis across 16 cities, contributing to 33% market-share growth (Wamolo).
- **Cut warehouse costs by 15% (~€9K)** by optimizing buffer times with a 2PL logistics partner and led 7 analyst interns (Amazon); led the Study Abroad campaign and represented the university at 3 EU fairs (Jacobs).

PUBLICATIONS

- **Co-author**, “How MRH Trowe enabled secure self-service AI agents in financial services”, AWS Machine Learning Blog, Sep 2026 aws.amazon.com/blogs/machine-learning
- **Co-author**, “Erfolgsfaktoren einer Bankenfusion aus Perspektive des Risikobereichs” (risk-function success factors in bank mergers), Deloitte Germany, Jan 2022 deloitte.com/de
- **Contributor**, AWS Well-Architected Financial Services Industry Lens, generative & agentic AI edition, 2026 docs.aws.amazon.com/wellarchitected
- **Sponsor**, “Build enterprise search for agents with Amazon Bedrock Managed Knowledge Base”, AWS Machine Learning Blog, Jul 2026 aws.amazon.com/blogs/machine-learning
- **Sponsor**, “Partners Group's Strategic Cloud Transformation: A Swiss Financial Leader's Journey through Innovation”, AWS Alps Blog, Aug 2025 aws.amazon.com/blogs/alps

CREDENTIALS

Awards: AWS FSI TFC Gold Graduate (2026) • AWS Bar Raiser (2026) • AWS AGS CSM of the Quarter (Dec 2025) • 23 peer awards from 16+ colleagues, incl. senior leadership (2025–2026)

Certifications: AWS Solutions Architect – Associate (2025) • Google Cloud Digital Leader (2023) • Professional Scrum Master I (2023) • In progress: AWS AI Practitioner, AWS ML Engineer – Associate

Investing: Angel investor in pre-seed and seed startups (2026 – present)

Community: Board Advisor, Reflective Teens (education, cultural enrichment, equal opportunity) • Volunteer educator, KiezLab Berlin & Amazon in Communities • Board Member & Head of Fundraising, Jacobs University Alumni Association (2024 – present) • Organizer, TEDx Jacobs University (2021)

Languages: English (native) • Bengali (native) • German (C1) • Hindi (C1) • Arabic (A2)

EDUCATION

Developing Emerging Leaders (Executive Education) • INSEAD

2026 – Present

B.Sc. Industrial Engineering & Management • Jacobs University Bremen

2019 – 2022

Now Constructor University • GPA 1.9 (German scale, 1.0 = best) • Merit-based scholarship • Minor in International Business • Thesis with Deloitte and the University of Cambridge: hybrid blockchain framework for the automotive supply chain

GOALS IN MOTION

- **Make Berlin one of the best places to build a startup:** with Berlin auf die Eins (BAD1), owning the AWS sponsor relationship for its builder hub. Builders should not have to leave Europe for SF.
- **Back “Europe 2031”:** the 2026 scenario on Europe's AI future by Judith Dada, Michiel Bakker et al.
- **Free drinking water for 100,000+ underprivileged people:** 8,000 reached so far.
- **Write in public:** a structured long-form blog on infrastructure, AI in production and building in Europe.
- **Sub-10-hour Ironman:** multiple marathons, cycling races and HYROX finishes completed.
- **Compete in national AeroPress and Brewers Cup championships:** brewing light roasts daily on V60 and AeroPress, with 15 specialty coffees from roasters worldwide in rotation and recipes built from a 1:16 ratio.
- **Race the Dakar Rally:** former Formula 4 racer in Germany (2014–2017); Hausliga pool billiards semi-finalist.