

# Michael Ahmed – flowline-robotics.com

Senior Business Analyst & Process Specialist · Founder, Flowline Robotics

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## PROFILE

Senior Business Analyst and process architect with 20+ years delivering enterprise transformation across financial services, central government and regulated utilities. Specialist in mapping complex operations into clean, governed, automation-ready processes – then making them queryable to AI. BPMN 2.0, SOP rationalisation, requirements analysis, FCA Consumer Duty alignment and AI/RPA enablement.

## CORE EXPERTISE

- Process Architecture & BPMN 2.0 mapping (Level 3–5) with full taxonomy ownership
- SOP rationalisation & document control – typically 60–70% volume reduction
- Requirements analysis, GAP analysis & governance-ready target-state design
- Stakeholder elicitation & workshop facilitation across business, tech and compliance
- AI, RPA & digital enablement – opportunity identification and business cases
- Regulatory & governance alignment – FCA Consumer Duty, GDPR, PRINCE2

## SELECTED EXPERIENCE

### Customer Journey Analyst / Senior BA – Royal London Group 2025–2026

- Led the Update Plan Details L3 process: 19 BPMN 2.0 L4 maps, 57 L5 sub-processes
- Rationalised ~57 SOPs (60–70% reduction); Consumer Duty alignment across four outcomes
- Mapped against a group-wide taxonomy of 32 Level 3 / 142 Level 4 processes

### Senior Business Analyst – Halian (Consultancy) 2021–2022

- Multi-sector BA delivery: process mapping, elicitation, target-state design and business cases

### Business Analyst – Network Rail 2019–2020

- Requirements elicitation and As-Is documentation under PRINCE2-aligned governance

### Senior Business Analyst – Financial Services & Regulated Sectors 20+ years

- Engagements across United Utilities, Fortis Bank, ISBAN Bank and Swiss Re

## CERTIFICATIONS

PRINCE2 Practitioner · GDPR Practitioner · Anthropic AI Certified