

George Lindley

AI Solutions Consultant | GenAI & Analytics Products

Riyadh, Saudi Arabia | george.j.lindley@gmail.com | www.georgelindley.com/portfolio | British citizen

Client-facing commercial and education-sector operator with 10 years' Middle East experience, currently completing an MSc Business Analytics and building applied AI/data products. Combines domain workflow fluency, Python/SQL analytics, GenAI systems, vector search and stakeholder implementation. Turns messy institutional, education, workforce and procurement workflows into working software, evaluated pilots and adopted decision support.

APPLIED AI & ANALYTICS PROJECTS

ProcurePlus / Menacon | procure.menacon.com:

AI procurement intelligence product for Saudi tender discovery and supplier matching.

- **Problem:** Saudi tender data is bilingual, fragmented and difficult for suppliers to search, interpret and monitor against real company capabilities.
- **Build:** Developed a Python/Flask app with company profiles, scheduled ingestion, OpenAI embeddings, Qdrant vector search, ranking logic, explainable match rationales, saved-profile alerts, thresholds and digest workflows.
- **Evaluation:** Building benchmark query sets, relevance judgements, failed-search review, latency/cost checks and user feedback loops to improve retrieval quality and explanation reliability.
- **Relevance:** Demonstrates the forward-deployed AI pattern: translating a messy procurement discovery process into deployable workflow software for suppliers and advisory teams.

EduDemand AI | MSc Business Analytics capstone:

GenAI labour-market intelligence product for Saudi university programme planning.

- **Problem:** Universities and applied colleges need better evidence on which programmes to launch, expand or redesign based on labour-market demand, emerging skills and student enrolment supply.
- **Build:** In-progress capstone product combining job-posting analytics, Saudi enrolment/open-data sources, skill extraction, occupation-to-programme mapping, dashboards and LLM-generated executive briefings.
- **Evaluation:** Planned labelled job-posting samples, classification checks, source-grounding review, recommendation quality checks and stakeholder review with education/commercial users.
- **Relevance:** Connects education strategy, workforce alignment, labour-market analytics and GenAI decision support – directly aligned to Saudi Vision 2030 skills and employability priorities.

CEFR.AI / GSE Analyse | cefr.ai:

Explainable English placement and assessment diagnostics.

- **Problem:** Teachers and institutions need transparent language-level diagnostics, placement evidence and assessment workflows that are explainable to non-technical users.
- **Build:** Developed assessment tooling linking CEFR/GSE scoring, NLP text analysis, adaptive placement architecture, item delivery, response capture, diagnostic reporting and review queues.
- **Evaluation:** Uses calibration analytics, structured outputs and human-in-the-loop item review to support quality control, interpretability and pedagogical credibility.
- **Relevance:** Shows education AI implementation where model outputs must be trusted by institutional stakeholders.

Regulated Plants Database | regulatedplants.unu.edu:

Governed compliance analytics platform for fragmented regulatory data.

- **Problem:** Regulatory plant lists are jurisdiction-specific, messy and difficult to action and operationalise.
- **Build:** Normalised 2,019 species, 5,355 regulation records and 97 jurisdictions into SQLite/GeoJSON artefacts, validation reports, geospatial views and API-style compliance lookups.
- **Evaluation:** Built validation reports, source-evidence checks, data-quality warnings and governed release artefacts.
- **Relevance:** Demonstrates the broader pattern of turning messy data into structured decision-support infrastructure.

PROFESSIONAL EXPERIENCE

Regional Commercial Lead | Pearson Regional Headquarters, Saudi Arabia

July 2021 - Present

- Led regional commercial and growth strategy across five Middle East markets, contributing to 18% year-on-year revenue growth while strengthening segmentation, institutional demand forecasting, CRM analytics and competitive landscape assessment.
- Based at Pearson's Regional Headquarters in Riyadh, contributing to the organisation's shift from a UAE-centred regional operating model to a Saudi-based RHQ presence.
- Translate institutional and workforce needs into product positioning, partnership workflows, pricing strategy, go-to-market decisions and scalable decision processes with senior commercial, academic and product stakeholders.
- Act as a client-facing implementation lead across universities, vocational providers and public-sector education stakeholders, bridging commercial objectives, operational workflows, analytics and adoption planning.

Learning Consultant / Sales Manager | Pearson Saudi Arabia and Middle East

November 2017 - July 2021

- Advised universities and institutions on English language programmes, learning outcomes, digital platform implementation and assessment projects, managing stakeholders through product adoption and change management.
- Managed sales operations, revenue forecasting, territory planning, account strategy and competitive intelligence, including development of a regional product line that became a multi-million revenue generator.

Language Teacher / EdTech Contributor | King Saud University

April 2016 - October 2017

- Delivered academic English instruction and contributed to EdTech initiatives including interactive content, assessment materials and digital exam preparation workflows.

CAPABILITIES

- **AI / LLM systems:** LLM workflow design, prompt/system design, embeddings, vector search, RAG patterns, structured outputs, guardrails, human-in-the-loop review, retrieval evaluation, relevance judgements, feedback loops, failure-mode review
- **Backend / data:** Python, SQL, Flask, FastAPI patterns, SQLite, Qdrant, APIs, databases, auth/access-control concepts, scheduled ingestion, logging, documentation, architecture diagrams
- **Analytics:** causal inference, forecasting, optimisation/decision modelling, segmentation, CRM analytics, dashboarding, data validation, evaluation design, regulatory and assessment data modelling
- **Product delivery:** problem framing, requirements translation, prototype-to-pilot planning, user feedback, demos, documentation, evaluation plans, latency/cost awareness, adoption planning
- **Client-facing implementation:** discovery, workshops, executive communication, non-technical stakeholder translation, institutional partnerships, commercial strategy, change management, implementation through ambiguity

EDUCATION & TRAINING

- **MSc Business Analytics, Aston University:** January 2025 - December 2026 expected; Python, SQL, causal inference, forecasting, optimisation/decision modelling, machine learning and analytics projects
- **MA International Relations, University of Warwick:** 2010 - 2011; institutions, policy and international political economy
- **BSc Modern Languages, Aston University:** 2006 - 2009; language pedagogy, linguistics and cross-cultural communication
- **CS50x Computer Science, Harvard University:** foundations in programming and computational thinking