

Rim Helaoui, PhD

AI Executive | Production RAG and Agentic AI | Enterprise GenAI | Healthcare AI

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PROFESSIONAL SUMMARY

AI executive with a PhD in Artificial Intelligence and 15+ years from research to enterprise leadership. Nearly a decade at Philips in the Netherlands, progressing from research scientist to Director of Data and AI Innovation in the corporate Data and AI Center of Excellence; now leading the AI Center of Excellence she established at a publicly listed multi-hospital group across Saudi Arabia and the UAE. Built the group's AI function from zero: enterprise AI strategy, a governance framework adopted as group policy, the operating model for AI delivery from intake to release, the group's first enterprise GenAI portfolio, including its first production RAG system, and commercialisation and venture pathways — including a publicly announced venture with a sovereign-backed investor. Personally architects the group's production RAG and production-grade agentic systems while leading the enterprise AI function. 27+ publications, 1.2k+ citations (h-index 16), 16 patent families with 6 granted US patents.

CORE SKILLS

RAG Architectures (Hybrid, Structured and Semantic Retrieval) · Agentic AI Systems and Tool-Based Architectures · LLM Systems and Generative AI Delivery · Healthcare AI Strategy and Delivery · AI Governance and Regulatory Pathways (SFDA, PDPL, SDAIA, NCA) · Vendor AI Due Diligence and Assurance · IP and Commercialisation of AI Assets · Sovereign Cloud and Data Residency · Research and Team Leadership

PROFESSIONAL EXPERIENCE

Director of Artificial Intelligence, Fakeeh Care Group Oct 2025 - Present

Fakeeh Care Group is a publicly listed healthcare group (TASI: 4017) with SAR 3.1 billion revenue, five hospitals across Saudi Arabia and the UAE, and 1.9 million patients served annually. Appointed to establish the group's AI function from the ground up. Report to the Group VP of Research and Innovation; member of the group Innovation & Technology Council and the Group Strategy Executive Committee. Deliver through a group IT-services partner, a trained assessor network across the hospitals, and direct working relationships with hospital CEOs and clinical chairs.

Enterprise AI strategy and governance

- Authored the group AI strategy and the enterprise operating model for AI delivery — risk-tiered intake, review, release and monitoring across procured and internally built AI — adopted as group policy. Designated Responsible AI Officer, holding final validation authority over AI systems before deployment.
- Exercised that authority in practice: vendor assurance placed three vendor models on hold and paused a clinical AI lacking required regulatory registration before it entered use. Due diligence, contractual safeguards and regulatory checks now condition AI procurement and partnership commitments across the group.
- Turned demand into a governed portfolio across two intake streams — hospital CEOs and business owners, and a staff innovation pathway designed, platformed in-house at zero licence cost, and run through its first full assessment cycle. Portfolio decisions grounded in ownership economics: build where the asset compounds, buy where it does not.

Production portfolio — built in-house, group-owned

- Pre-authorisation assistant in daily production use — hybrid RAG over the requirements of 19 insurers with grounded citations; business-owner acceptance, data protection and cybersecurity clearances obtained.
- Agentic RAG system for revenue-cycle clinical documentation — sovereign in-Kingdom deployment integrating five EMR source APIs through six model-callable tools, with per-decision audit logging and deterministic completeness validation of generated summaries against source records. Built and in production validation; benchmarked against a commercial vendor, supporting a licensing case beyond the group.
- Internal enterprise knowledge assistant — two-lane hybrid retrieval combining structured SQL and semantic search, with PII controls and automated acceptance testing; in evaluation at roughly one-tenth the cost of the commercial alternative. Each system built so the group holds the IP and the data, with commercialisation beyond the group as an explicit design goal.

Partnerships and research

- Led the group's side of a venture programme with a sovereign-backed investor and an international venture studio — from initial idea to a validated value proposition, selected among the programme's eight publicly announced companies. Building a sponsored-research collaboration with a global medical technology company for clinical AI validation services. Secured an IP clause framework with international counsel so data rights and model ownership remain with the group in every vendor and partnership agreement. Named investigator on national health research grant applications; co-author of a deep-tech innovation paper with the national research authority.

Career Break 2024 - 2025

- Family care responsibilities; corporate finance coursework, IU International University of Applied Sciences, Germany.

Philips, Netherlands 2014 - 2023

Nine years from Philips Research to corporate Director — four roles of increasing scope, serving the company's businesses worldwide.

Director, Data and AI Innovation Nov 2022 - Dec 2023

- Directed data and AI innovation programmes across globally distributed teams in four regions, driving the integration of generative AI into product portfolios including EMR-facing solutions.

- Defined the data assets and capabilities required to make clinical AI propositions viable across the businesses, and led the resulting data strategies.
- Co-initiated and led Bench2Bed, a rapid-cycle innovation programme run inside hospitals with clinical teams; one of the solutions developed was subsequently adopted by the hospital.

Innovation Product Manager (AI and Engagement for Connected Care) Apr 2022 - Dec 2022

- Owned a value stream of approximately 15 FTE across research, engineering and product with budget responsibility, directing delivery of AI solutions and their transfer from research into the businesses; partnered with global cloud providers and with hospital sites on proof-of-concept deployments.

Senior Scientist AI, Product Owner Apr 2020 - Nov 2022

- Set data and AI strategy for selected initiatives, including remote patient monitoring in cardiac care, defining the data foundations required for clinical AI propositions.
- Contributed to clinical prediction algorithms, including work on a hemodynamic instability index, and developed technical roadmaps aligned to clinical and corporate needs across professional and consumer healthcare.

Research Scientist, Philips Research, Eindhoven Jun 2014 - Apr 2020

- Technical leadership of AI across clinical and personal health: patient monitoring, engagement and behaviour change, wearable-based sensing and activity recognition (IEEE Transactions on Biomedical Engineering), and environmental health applications such as air quality and asthma.
- Took capabilities from foundational research into product pipelines and contributed to patent families in AI and digital health.

Researcher and PhD Candidate, University of Mannheim, Germany May 2009 - May 2014

- Doctoral research in statistical-relational AI for human activity recognition; contributor to European and German national research consortia; graduate teaching and student supervision.

RESEARCH AND RECOGNITION

- 27+ peer-reviewed publications through 2024 in AI and health AI (venues including ACL, UbiComp, IEEE PerCom and Artificial Intelligence in Medicine), with 1.2k+ citations (h-index 16) and inventor on 16 patent families (6 granted US patents) in AI and digital health, with a Best Paper Award at the Google-sponsored PhD Forum (IEEE PerCom) and the Best Dissertation Award of the University of Mannheim.
- Industrial supervisor of doctoral researchers within an EU Marie Skłodowska-Curie Industrial Doctorate network coordinated by Philips, including one PhD supervised through to successful defense. Named investigator on submitted national health research grant applications and co-author of an innovation-policy paper with the national research authority, under journal submission.

EDUCATION AND CERTIFICATIONS

PhD, Artificial Intelligence - University of Mannheim, 2016. Summa Cum Laude; Best Dissertation Award.

Diplom Informatik (BSc and MSc equivalent), Computer Science - Karlsruhe Institute of Technology (KIT), 2008. Master thesis at Honda Research Institute Europe; study thesis at Carnegie Mellon University.

Executive Education - Data Monetization Strategy, MIT Sloan School of Management, 2022. • Certified SAFe 5 Product Owner/Product Manager and Scrum Master, 2020.

Languages: English, German, French and Arabic (full professional), Dutch (elementary).