



**SHE
TECHS**

HEBA MOHAMMAD RASHEED

YEARS OF EXPERIENCE: 26

Mrs. Heba Rasheed, senior product manager, leads the analysis and development for the ICS BANKS® Investment and Treasury solutions.

Since joining ICS (London) Ltd. in 1995, Rasheed has played vital roles in managing banking projects for various brokerage and investment firms.

She opens the line of communication between IT and businesses to get projects done.

Rasheed contributed to supervising the development of several solutions, including: The asset and portfolio management as well as assisting the interface of ICS BANKS® with different trading systems such as Reuters Dealing system, Bloomberg and Trade Notification services.

With over 25 years' experience in fintech in banking sector, Rasheed was able to master fintech and business consultation which helps in professional development, strategic implementation, and company collaboration. Rasheed acquired a B.S. in computer science from The University of Jordan in 1995.

In 2007, she earned a Wealth Management certification from the American Academy of Financial Management®.



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