Mohamed Ahmed Abdullah

Consultant | Team Lead | Software Architect

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I'm an experienced software engineer with over 14 years of professional experience. I spearheaded the developing and implementation of multiple solutions, significantly increasing revenue streams and overall business value. I have demonstrated ability to build relationships, communicate effectively, and collaborate with individuals across all levels of an organizational structure.

Develop strong client relationships, earn trust, and leverage insights to advise on future improvements, help businesses seize new opportunities, objectively evaluate technology choices, and providing valuable insights to support decision-making.

Global-minded professional with extensive international experience, having worked across three continents and gaining unique perspectives on technology and people. Leveraging cultural insights to promote innovation, creativity, and growth.

KEY SKILLS

- Design patterns & Architecture patterns & Best practices.
- Team leadership & Managerial skills.
- Azure, Solr, Lucine.
- Full-stack development.
- JSS, Node.js, Next.js, React, GraphQL, SXA, Headless, TDS, Unicorn, GlassMapper.
- .NET, ASP.NET MVC, Web API, Angular, Typescript, .NET core, CSS3, HTML5.
- Azure B2C, Identity Server, and OAuth Implementation SSO (Single Sign-on).
- Docker and Kubernetes.
- Sitecore, Kentico, Umbraco, Order Cloud, Sitecore CDP & Personalize, Sitecore Search, Sitecore Send, XM Cloud.
- Threat modelling and ensuring best security practices.
- Experience in data migration & integration technologies and patterns, API gateways, event-driven integrations, data exchange methods (synchronous/asynchronous), and integration protocols such as OData, SOAP, REST, API design, microservices patterns.
- WPF, with C#, MVVM pattern, Architectural techniques, design pattern.
- WCF, SOA, Service bus.
- ITIL Service Management.

OTHER SKILLS

- Mobile developments with Ionic and Xamarin.
- C, C++, VB, Java programming
- SQL Server, MySQL, Oracle 10g, SQL, Python, PHP, and Java.
- AI and machine learning using python.
- Languages: Arabic, English.

WORK EXPERIENCE

Development Team Lead at Freightways
Jan-2024 – Current

- Dev Team Lead (TL) ensures team aligns with organization strategic goals.
- Ensures solutions developed by team are aligned with FIS architecture, encourage the team to highlight pros and cons in any proposed approach, Work to unblock the team, ensure decisions are made in a timely fashion.
- TL uses their experience to mentor their developers in (Agile practices, software design, coding, testing standards) through 1:1 and ad-hoc meetings.
- Active coding member, ensures FIS Standards, documents design decisions, reviews code/documentation.
- Participate in the on-call roster, Available as an escalation point.
- TL will participate in wider group discussions on Coding & API Standards and Governance process.
- TL is responsible for the career growth and development of their team, Administration of Health & Safety, 1:1, Performance Development Reviews, etc.
- Deal with ambiguity. Communicate ideas clearly. Lead collaborative brain storming, breaks debates into pros/cons without personal conflict, break problems down to simple solutions.
- Microservices and AWS heavy environment with many Legacy solutions.

Senior Consultant at Datacom
Feb 2020 – Jan-2024

- Engaged Clients and Partners:
  - Contact Energy, Auckland Airport, Southern Cross Health, Southern Cross Travel, Kennards Hire, Canon, Vector, Rotorua Council, Straker Translation, TNZ, Brother, AON Insurance.
- Proven track record with hands-on experience in architecting and designing solutions with Azure cloud/Azure DevOps/Microsoft Stack and other cloud technologies.
- Gathering requirements and providing technical estimations to build the initial statement of work contracts. Expert in translating business needs to technology.
- Sitecore, Kentico, and Umbraco with a plethora of other online and open-source tools.
- Expert in delivering several of digital solutions with excellent customer experience. Bespoke solutions, B2B or B2C, eCommerce with emphasis on security. Most of the solutions will have some integration with CRM, ERP, or core systems.
- Lead and mentor a team of developers, staunch advocate for fostering a strong team culture.
- Tech adviser in digital space:
  - Advising our clients and providing valuable guidance in making informed technology choices. Proactively presenting the art of possible to our clients, enabling them to envision and explore innovative solutions for their business.
  - Heavily involved in the RFP process, pre-sales conversations, and tech-sales.
  - Engage directly with customers and stakeholders to understand and define needs and ensure delivery of commitments.
  - I possess a keen business acumen, allowing me to align technical solutions with strategic objectives effectively.

Software Developer at Sitecore
Feb 2016 – 3 Years
- Designing and developing the flagship CMS solution Sitecore.
- Led the development of Experience Analytics, Path Analyzer, and Experience profile components.

Senior Software Developer at Sudatel Telecom Group
Dec 2014 – 2 Years
- Team leader responsible for designing and developing new IT solutions and handling the current systems' change requests.
- Defining the best technology for the new services.
- Full responsibility of Billing and customer care solution team.
- Scrum Product Owner and Scrum Master: Defining the spring goals and the definition of done, ensuring time constrains and product quality.

Software Developer at Banan IT
Sep 2011 – 3 Years
- Contributed to designing and developing the company's flagship product: a key, multi-million-dollar ERP system that comprised 14 modules and served many conglomerates in Sudan and abroad.
- Hands-on experience designing parts of the ERP system and HR system modules.
- Developing an HR module that can be part of the ERP or standalone application deployed in hundreds of companies and organizations used by thousands of users.
- Web Based Employee Self Service, developed for the employees to check online their HR related information.
- All these systems are used by hundreds of users inside and outside the border.

PROFESSIONAL CERTIFICATION

- [AWS Cloud Practitioner](#) – May 2024
- Sitecore Developer Certificate 9.0 - 2020
- Foundation Certificate in Business Analysis - May 2015
- MCTS: Windows Applications Development with Microsoft .NET Framework 4.0- May 2012
- MCTS: Accessing Data with Microsoft .NET Framework 4.0- May 2012
- WCF Windows Communication Foundation With .NET Framework 4.0- May 2012
- Programming in HTML5 with JavaScript and CSS3- July 2015
- Developing Windows Azure and Web Services- July 2015
- ITIL v3 Foundation- December 2011
- Compensation Benefits and Rewards – ICQ - September 2012
- IAPPD – Marketing certification – 2016

OTHER ACHIEVEMENTS & PROJECTS

- Improving and shaping our team services portfolio, communicating with the sales team and early conversations. Guided and influenced the mindset of templating and cookie cutters to optimize our processes.
- Initiated a corporate shift to utilize our offshoring offices in the Philippines to extend our teams.
- Establish Golden Standards where teams could contribute towards building the best practices across different disciplines.
- Initiating a Pulse assessment survey or reviews to measure our current customer satisfaction and establish a platform to improve.
- Pre-sales: Presenting tech roadmap to customers. Involved in early adoption conversations.
- Team culture: Weekly knowledge-sharing session. Documentation. Ideas to Improve sheet where the whole team is encouraged to contribute. Improving the sense of ownership.
- BCC (Billing and Customer Care Solution) as a developer.
- Develop many Telecom Offers for Sudatel like (Mobile Number Portability (MNP), Away, ...).
- Design and develop a new revenue stream for Sudatel, generating more than 10 million dollars annually by implementing a new payment method.
- Babylon (ERP Solution) as developer.
- HCM (HR Solution) as a software architect.
- STS (Sudacad Tanning System) as a software architect and developer.
- Web App for HR self-services as a Developer.
- Many Other Integrators and Marketing Initiatives, e.g. (Incentive Programs, USSD solutions).