

Mohamed Ahmed Abdullah

Consultant | Team Lead | Software Architect

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NZ, Auckland CBD

I'm an experienced software engineer with 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. 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, AWS.
- Full-stack development.
- JSS, Node.js, Next.js, React, GraphQL, Headless.
- .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, and OWASP.
- 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, gRPC, API design, Microservices patterns.
- TDD & BDD, NUnit, xUnit, SpecFlow
- WPF, WCF, MVVM pattern, Architectural techniques, design pattern.
- 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.

EDUCATION

MSc. in Computer Science

University of Khartoum, master's in software engineering

Jan 2012 - Jan 2013

BSc. in Computer Science

University of Science & Technology, GPA = 3.8/4, Honors degree

Oct 2007 – Nov 2010

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 adhere to **well-architected frameworks**, 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 and coach developers** in (Agile practices, software design, coding, testing standards).
- TL is responsible for the **career growth** and development of their team, managing **4 engineers**.
- Microservices and **AWS** heavy environment with many Legacy solutions.
Tech: .Net, C#, AWS, MVC, Web APIs, Microservices, Docker, SQL, NoSql, Oracle, Architecture & Design, Security, Cognito (OAuth), Azure DevOps, xUnit, SpecFlow

Senior Consultant at Datacom

Feb 2020 – Jan-2024

- 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**.
- Strong client engagement skills, serving as a trusted advisor to customers and an expert in translating business needs into technology, while collaborating with both business and technical stakeholders to ensure alignment and coordination.
- Extensive experience working with various **SaaS platforms, digital solutions** such as Sitecore, Kentico, and Umbraco, along with a broad range of **modern web** and open-source technologies.
- 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 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, engaging with both business and technical stakeholders to bridge the gap between strategy and execution.
 - I possess a keen business acumen, allowing me to align technical solutions with strategic objectives effectively.

Clients: Auckland Airport, Contact Energy, Southern Cross Health, Southern Cross Travel, Kennards Hire, Canon, ...

Tech: .Net, C#, Azure, React, MVC, Web APIs, Microservices, Docker, SQL, NoSql, Digital Platforms, Architecture & Design, Security, Azure B2C (OAuth), Typescript, HTML, CSS, Bootstrap, Tailwind, JS, jQuery, JSS, Node.js, SSR (Next.js), GraphQL, Azure DevOps

Software Developer at Sitecore

Feb 2016 – 3 Years

- Designed and developed **data visualization and analytics tools** within Sitecore's **flagship CMS**, enabling marketers to track and optimize customer interactions.
- Led the development of Experience Analytics, Path Analyzer, and Experience Profile, **empowering decision-makers with actionable insights** into customer behaviour, engagement patterns, and conversion funnels.
- Built **real-time data processing systems** to ensure continuous data collection, providing **up-to-date insights for strategic decision-making**.

Tech: .Net, C#, MVC, Web APIs, SQL, GraphQL, Typescript, HTML, CSS, Bootstrap, JS, jQuery, TeamCity, Web design, Security, xUnit, SpecFlow

SOFT SKILLS

- Excellent verbal and written communicator.
- Great listener.
- Always try to figure out the problem's root cause and the solution's side effects.
- Addicted to new technologies and good ideas.
- Handling pressure.
- Effective negotiator.
- Critical thinker.
- Resourceful.

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.
- Led the development of a bespoke software from scratch for Sudacad, managing registration, finances, course administration, and related processes. Served as the lead developer, handling requirement gathering, system design, and communication with both the customer and the development team. Oversaw installation, guided usage, and provided user support.
- Scrum Product Owner and Scrum Master: Defining the spring goals and the definition of done, ensuring time constraints and product quality.

Tech: .Net, C#, MVC, WPF, WCF, Web APIs, SQL, Typescript, HTML, CSS, Bootstrap, JS, jQuery, Architecture & Design, Web design, Security

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.

Tech: .Net, C#, MVC, Angular, Web APIs, SQL, WPF, WCF, Typescript, HTML, CSS, Bootstrap, JS, jQuery, Architecture & Design, Web design, Security, NUnit, SpecFlow

PROFESSIONAL CERTIFICATION

- [AWS Certified Solutions Architect – Associate](#) – 2025
- [AWS Cloud Practitioner](#) – 2024
- Sitecore Developer Certificate 9.0 - 2020
- Foundation Certificate in Business Analysis - 2015
- Windows Applications Development with Microsoft .NET Framework 4.0 - 2012
- MCTS: Accessing Data with Microsoft .NET Framework 4.0 - 2012
- WCF Windows Communication Foundation With .NET Framework 4.0 - 2012
- Programming in HTML5 with JavaScript and CSS3 - 2015
- Developing Windows Azure and Web Services - 2015
- ITIL v3 Foundation - 2011
- Compensation Benefits and Rewards – ICQ - 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
- Babylon (ERP Solution) and HCM (HR Solution) Became the go-to developer with the most knowledge in the area, serving as a reference for other developers and technical teams.
- 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.
- STS (Sudacad Tanning System) as a software architect and developer.
- Many Other Integrators and Marketing Initiatives, e.g. (Incentive Programs, USSD solutions,...).