

# AHMAD TALAFHA

## Sales Engineer

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## About

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Experienced GIS Sales Engineer with a proven track record in delivering tailored Esri-based GIS solutions to municipalities, NGOs, and private sector clients. Skilled in driving sales, fostering strong client relationships, and facilitating product adoption through comprehensive training and technical support. As a Trainer and Facilitator, I empower teams by leading awareness sessions and developing continuous learning programs, focusing on international safeguarding policies, teamwork, and operational best practices. Adept at coordinating large-scale projects, managing diverse teams, and promoting effective collaboration to ensure project success and compliance.

## EDUCATION

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- **Upskilling program (Flutter and Soft skills)**  
Al-Hussein Technical University (Mar/2023 – May/2023)
- **Software Engineering**  
Jordan University of Science and Technology (Sep 2014 – Sep 2018)

## EXPERIENCE

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- **GIS Sales Engineer**  
**InfoGraph - Official Distributor of Esri (Oct 2023 - Present) Amman, Jordan**
  - Spearhead GIS sales initiatives, leveraging extensive expertise in Esri technologies to drive client acquisition and revenue growth, with a focus on municipalities, NGOs, and private sector organizations.
  - Build and maintain strong relationships with municipal clients and NGOs, understanding their unique needs in spatial data management, land use, urban planning, and service delivery.
  - Provide tailored GIS solutions to municipalities, enhancing urban development, zoning, land management, and infrastructure planning using Esri's ArcGIS platform.
  - Lead GIS product demonstrations, consultations, and training sessions for municipalities and NGOs, ensuring effective adoption and integration of Esri technologies to optimize workflows.
  - Collaborate closely with cross-functional teams to ensure that product offerings align with client needs, resulting in a 20% increase in sales and enhanced client satisfaction.
  - Support NGOs by introducing advanced mapping solutions to help in project management, environmental monitoring, and social impact assessments, contributing to improved community outcomes.
  - Coordinate licensing, implementation, and after-sales support, ensuring that municipal and NGO clients maximize the value of their GIS investments.
  - Manage the entire sales cycle for NGOs and municipalities, from initial contact and needs assessment to proposal development, contract negotiation, and final delivery.
- **Front End Developer**  
**InfoGraph - Official Distributor of Esri (Jul 2023 - Oct 2023) Amman, Jordan**
  - Design and develop responsive, user-centric web interfaces using modern front-end technologies including React.js, Vue.js, HTML5, and CSS3.
  - Collaborate with UX/UI designers to translate wireframes and prototypes into functional, high-performance applications.
  - Ensure cross-browser compatibility and mobile responsiveness to deliver consistent user experiences across devices.
  - Implement state management and component-based architectures for scalable and maintainable front-end solutions.
  - Optimize front-end performance by analyzing page load times, reducing render-blocking resources, and implementing lazy loading strategies.
  - Integrate RESTful APIs and third-party services to enable dynamic data interaction and real-time updates.
  - Utilize version control systems (Git) and collaborate via agile methodologies, including sprint planning and daily stand-ups.
  - Conduct thorough testing and debugging using tools like Chrome DevTools, Jest, and Cypress to ensure code quality and reliability.

## - **Focal Point and Coordinator**

**Integrated United Professionals and UNOPS** (July 2023 - Oct 2023) Amman, Jordan

- Acted as the primary liaison between Integrated United Professionals and UNOPS for KFW-funded labor-based projects, ensuring seamless communication and coordination between all involved parties.
- Trained engineers within Integrated United Professionals (IUP) to conduct continuous weekly awareness sessions on critical topics, such as international safeguarding policies, teamwork, and collaboration. This initiative empowered engineers to take on facilitator roles within the company, ensuring ongoing learning and compliance.
- Facilitated the development of skills in engineers to act as effective facilitators, enabling them to deliver awareness sessions and guide employees in understanding key policies and operational best practices.
- Managed all aspects of labor relations, including employee registration with the Ministry of Labor, issuing work permits for Syrian workers, and resolving disputes, fostering a positive and cooperative work environment.
- Coordinated and facilitated the management of 700 workers every 2 months, totaling 2,100 workers over 8 months, with 2 months dedicated to planning. Ensured smooth project execution, compliance with legal and administrative requirements, and promoted effective teamwork, while meeting project deadlines, upholding safeguarding standards, and fostering a collaborative and respectful work environment.

## - **Program Manager, Founder**

**Hokuke** (Jan 2021 – Jan 2023) Amman, Jordan

- Served as Program Manager and Founder of Hokuke, overseeing multiple concurrent projects from initiation to completion, including project planning, budget monitoring, log frame development, and consultant recruitment.
- Led cross-functional teams and coordinated manpower allocation, ensuring timely implementation of project activities and adherence to donor and stakeholder requirements.
- Managed stakeholder relationships, facilitating official communication between Hokuke, governmental bodies, and funding organizations to ensure alignment with project objectives and long-term sustainability.
- Developed and maintained front-end web applications using Vue.js, HTML/CSS, and JavaScript to support project visibility and user engagement.
- Directed awareness and advocacy programs targeting local communities, youth, and legal professionals across northern Jordan, including Irbid, Jerash, Ajloun, Mafraq, and the Jordan University of Science and Technology.
- Planned and executed national advocacy campaigns, driving public engagement and policy dialogue on legal rights and social justice issues.
- Trained and mentored volunteer facilitators to deliver impactful legal awareness sessions, ensuring consistency, accuracy, and audience engagement.
- Collaborated with key government entities to deliver credible and relevant legal education, including the Ministry of Interior (Criminal Investigation and Cybercrime Units), Ministry of Industry and Trade (Consumer Protection Directorate), and Ministry of Labor (Labor Law Awareness Directorate).

## - **Full Stack Web Developer Intern**

**Edraak** (Feb 2021 – Aug 2021) Amman, Jordan

- Designing and developing full-stack applications across multiple platforms using modern industry-adopted languages and frameworks
- Developing front-end web application using Vue.js, HTML/CSS and JavaScript.
- Developing web applications using Python - Django framework Model View Control (MVC) architecture.

## - **Community Mobilizer and Project coordinator**

**Terre des hommes** (Jan 2019 – Jan 2020) Irbid, Jordan

- Established 4 community protection committees, with 90 members trained on key topics:
  1. Facilitation training for awareness sessions
  2. Organizing advocacy campaigns
  3. Building volunteer teams
  4. Introduction to Youth Safeguarding Training
- Facilitated 85 awareness sessions, personally overseeing their implementation, reaching over 1,700 beneficiaries.
- Executed advocacy campaigns in the Jerash and Irbid governorates, promoting community protection and social change.
- Launched 16 initiatives in Jerash and Irbid, benefiting more than 2,400 individuals.
- Coordinated closely between Terre des hommes and 4 local community organizations to foster collaboration and support project goals.

## PROJECTS

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- **Bank Blood Management System:** Blood Bank Management System (BBMS) is an application that contains both web and mobile applications, BBMS is intended to help each people and bank's employees (administrators) manage their needs of blood units. The administrator can manage the system using a special control panel, which allows him/her to modify and update all system statuses, such as monitoring the quantities of blood units, people ordering blood units, and sending alerts to people if the bank needed more blood. On the other hand, people can create accounts on the system, then they can send their details and information to the system, the most important data that need to enter and send to the system from people is their blood type.

## SOFT SKILLS

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|-------------------------------|-----------------|
| - Learning Potential          | - Team Work     |
| - Organization                | - Flexibility   |
| - Flexibility                 | - Leadership    |
| - Public Speaking             | - Multi Tasking |
| - Strong communication skills |                 |

## STRENGTHS

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|---------|----------------------|---------|
| - GIS   | - Flutter            | - API'S |
| - Sales | - Django             | - SQL   |
| - React | - CSS                | - Java  |
| - JS    | - Python             | - Jira  |
| - HTML  | - Selenium           |         |
| - Agile | - Project management |         |

## Languages

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- Arabic
- English

## VOLUNTARY WORK

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- Member of Ana Usharek program, youth political participation program at NDI funded by USAID, also I received a certificate of successful completion of the Usharek+ program. Policing Support Team
- Student at Jordan School of Politics
- Local and Global Observer at Rased - Parliamentary elections from 2016 - 2018
- Administrator of Local Observers at Rased - Municipal and provincial council's elections 2017

## TRAININGS & COURSES

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- PMP course by TRACE Consulting and Training
- PMP course by Metanoia Training and Consulting
- Monitoring & Evaluation course by UK Police supporting team
- Proposal writing course by Taleed Hub
- Finance management for local institutions course by ForumZFD
- Introduction to GIS Using ArcGIS
- ArcGIS Pro: Essential Workflows
- ArcGIS Online: Essential Workflows
- Working with ArcGIS Dashboard