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Ahmad Ahed Zeidan

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Palestine  
Ramallah  
Bitten

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**Head of IT Business Analysis and Solution Architecture**

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**AREAS OF EXPERTISE**

- Solution Architecture
- System Analyst
- Project Management
- Artificial Intelligence
- Machine Learning
- Deep Learning
- CRM Solution Design and implementation
- Data Science
- Team Management
- Software Development

**PROFESSIONAL DEVELOPMENT**

<b>Degree</b>	80	1 <sup>st</sup> ,Jul 2007
<b>Certificate</b>	B.A In Computer Science	1 <sup>st</sup> ,Jul 2007
	Minor ( Business Administration 24Hours)	
<b>Degree</b>	89.7	11 <sup>th</sup> ,Feb 2016
<b>Certificate</b>	Master In Computing	11 <sup>th</sup> ,Feb 2016

**PROFESSIONAL EXPERIENCE**

2021	Academic staff members (Software Engineering), An-Najah national university (ANU)
2015-Present	Head Of IT Business Analysis and Solution Architecture, Palestine Cellular Communications Co.,Ltd “Jawwal”.
2007-2015	Senior CRM Specialist, Hulul Business Solutions.

## CERTIFICATES AND TRAININGS

2023	Data Science Technical Training -Gaza Sky Geeks
2022	Certified Business Analysis Professional™ (CBAP ®).
2021	Diploma in Advance Deep Learning.
2020	A practical learning journey in data science (Data Analysis, Data Visualization, Machine learning and Big Data).
2017 &2018	Dynamic TCRM Trainings.
2013	Certificate in Oracle Application Server (Forms and Report).
2013	Certificate of Achievement in the training program for Digital Marketing Trends-E-Shopping.
2013	Certificate of Achievement in the Team and Leadership Development Positive thinking Program.
2012	Participated in the ITLL Training.
2011	Certificate of Completion of 40-Hour training course in mobile application development for Android.
2011	Certificate in Oracle WebLogic 11g Administration.
2009	Certificate in Oracle 10g Developer.
2009	Certificate in SQL Tuning.
2008	Participated in the Implementing and Supporting CRM in Patel Group Companies Training.

## Practical background

- Work as Solution (Software) Architect and System Analyst in Telecom projects (Siebel CRM, Microsoft CRM, Mobile Number Portability, Mobile Apps, and Billing System Charing System (BSCS) project).
- Excellent knowledge in Exploratory Data Analysis (EDA) and data visualization using python.
- Excellent knowledge in machine learning algorithms using python and spark ML.

- Excellent knowledge in Deep Learning (Neural Networks ,Convolution Neural Networks ,Computer Vision :Image Classification, Object Detection and Segmentation, Recurrent Neural Networks LSTMs, Natural Language Processing(NLP) ,Sentiment Analysis and GANs) using python , tensorflow-keras, Open CV and Yolo.
- Excellent knowledge in Python programming language.
- Excellent knowledge in Big data using apache Spark ,SCALA, KAFKA and ZooKeeper.
- Excellent knowledge in Managing, implementing and Launching Telecom Solutions , projects and Products.
- Excellent knowledge in Data Migration between systems.
- Excellent knowledge in JAVA Programming (J2EE, OOP).
- Excellent knowledge in Database engines include: Oracle Databases, and Microsoft SQL.
- Excellent knowledge in SQL Tuning.
- Excellent knowledge in Oracle Forms and Report Development.
- Excellent knowledge in many Scripting Languages such as (SQL Scripting )
- Excellent knowledge in many DB Tools (Navigator, SQL Management Studio, SQL Plus).
- Excellent knowledge in Enterprise Rational Rose Suite and Visual Paradigm.
- Excellent knowledge in Mobile Application development using React Native.
- Excellent knowledge in Jupyter Note and Google Colab.

## **Projects**

- Digital Transformation and System Merge Projects (2023/2024)
- Jawwal New Mobile Application and Portal (Hisabi)(2021/2022) .
- Robotic Process Automation (RPA) (2021/2022) .
- Electronic know Your Customer (eKYC- Liveness detection and ID Recognition) (2021/2022).
- Customer Lifetime Value (CLV) prediction and customer classification for retail industries (2021/2022) .
- Self-Driving Car (Predicts Steering Angle) with connectivity to Udacity Simulator (2021) .
- Object Detection using Yolo (2021).
- Code Review Standard (2021).
- Mobile Number Portability (2020).
- eDealer Mobile Application for Jawwal Dealers (2020) .
- Health Care virtual assessment Data Driven Product (2020).
- Retail Management System Project (2017 -2019).
- Data Migration Project (2017-2019).
- Microsoft Dynamic CRM and Charing Billing System in One(CBIO) Project (2015-2019) .
- eDealer Project ( eService Portal ) for Jawwal Dealers (2013-2015) .
- Siebel CRM Project (2008 -2010).

## **Languages**

- Arabic language: Natural language.
- English language: very good.

### Personal Details

- Address: Bitten- Ramallah.
- Birth place: Ramallah.
- Birth Date: 17/09/1985.
- Nationality: Palestinian.
- Marital Status: Married

### References

- Saeed Zeidan, CEO at ULTIMIT Company, 00972599209299, [saeed.zeidan@gmail.com](mailto:saeed.zeidan@gmail.com).
- Yousef Hassouneh, IT Assistant professor at Birzeit University, 00972599265123, [yhassouneh@gmail.com](mailto:yhassouneh@gmail.com)
- Hamed Abdelhaq, IT Assistant professor at An-Najah National University, 009720595104505, [hamed@najah.edu](mailto:hamed@najah.edu)
- Abdel-Razzak Natsheh , IT Assistant professor at An-Najah National University, 00972598120807, [natsheh.ar@najah.edu](mailto:natsheh.ar@najah.edu)