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Summary

In today's rapidly evolving business landscape, digital, data, UX, and technology solutions could not be more critical to an organization's overall strategy, growth, and success.

As an executive leader, I leverage a robust set of skills and experience to transform organizations and drive positive, lasting change to position organizations as both industry and market leaders. Based at the intersection of business and technology, my career encapsulates a blend of expertise in product and software development, business transformation, digital, data, and IT development and operations.

I'm a proven leader in product software development and engineering with over 10 years' experience. I created and drove business strategy and vision from planning to implementation through effective design and enterprise architecture. I'm a business and technical team leader and coach with a proven track record of meeting customer needs through innovation and passion.

To say I'm committed to delivering value and elevating experience is an understatement; I always strive to launch products and solutions that enable greater service delivery, and in turn, customer satisfaction. But this is just scratching the surface. Tapping into the power and insight of data, I reveal new opportunities for monetization and the facilitation of data informed decisions.

This commitment has led to my success in bringing hundreds of IT products to market.

I know how vital it is to first cultivate a solid team spirit, built on a foundation of collaboration and co-creation. Nothing is more important to me than ensuring my teams feel engaged and empowered to experiment and explore. This kind of engagement inspires ideas, sparks innovation, and optimizes outcomes. It's because of this dedication that I have successfully led digital operations that become top revenue-generating channels for clients in the region I serve.

Core Strengths

- Strategic Product Vision & Planning
- Technology, Digital & Data Strategy
- Business IT Transformation
- Product Development & Innovation
- AngularJS, Asp.net, C#, MVC and SQL
- Leadership & Team Management
- Data Monetization
- E-commerce, Ad-Tech, Mar-Tech
- Cyber Security
- Go-to-Market Strategy
- Agile Frameworks, Methodologies and Delivery

Experience

Co-Founder and CEO

SomDigital Solutions

Jul 2018 - Present (3 years 7 months +)

I am responsible for providing strategic, financial, and operational leadership for the company and will closely coordinate and work with the Board of Directors and senior leadership team. Plan, develop, implement and direct the organization's operational and fiscal function and performance.

Head of Software Development, Somtel Group

Somtel

Sep 2020 - Nov 2021 (1 year 3 months)

As a Head of Software Development, I oversee multiple software engineering teams and lead from a technical and strategic preceptive to help the business deliver a world-class, real-time energy trading platform.

Deputy Director Information Technology

Dahabshiil Group of Companies

Mar 2019 - Sep 2020 (1 year 7 months)

- Currently manage a team multi-disciplinary team of 13
- Overseen the design and delivery of 3 flagship projects with a strong focus on user needs. Notably, upgraded the infrastructure of the existing financial system leading to a 20% increase in the number of users with an average of 15,400 users per day
- · Implemented improved security for all applications under the Dahabshiil umbrella
- At present, working to deliver a new financial system for Dahabshiil Bank due to launch in quarter 4 of 2019

🔙 Senior Software Engineer

Dahabshiil Group of Companies

Mar 2016 - Feb 2019 (3 years)

- During my time in this role, I was the lead on re-structuring the development team to incorporate Agile methodologies
- Using Agile ways of working I led on developing and delivering key in house projects closely aligned to user needs such as eDahab to Bank remittance integration, the Dahabshiil Bank financial system, integration between NGO's and eDahab, developed Muraad USSD Service with over 100,000 users per month and TrueCable USSD Service and with more then 10,000 users per month.

Lecturer

Gollis University

Feb 2014 - Jun 2017 (3 years 5 months)

Software Engineer

Dahabshiil Group of Companies

Feb 2015 - Mar 2016 (1 year 2 months)

I developed 3 business critical systems in my role as Software Engineer

- Procurement and Inventory System with approximately 30 users
- Financial Management System with 100 users who have different permissions

· Company contacts system with 230 users

Lecturer

New Generation University College

Apr 2014 - Jul 2015 (1 year 4 months)

Junior Software Engineer

Dahabshiil Group of Companies

Oct 2012 - Feb 2015 (2 years 5 months)

- Implemented Enterprise Resourcing Planning tool to oversee business process management
- Used Python and SQL to implement 19 modules with the initial launch having 100 users and now more than 2000 users in Somaliland

Education

University of Hargeisa

University of Hargeisa, Information Technology 2008 - 2012

Ga'an Libah Secondary School

Secondary School, General Studies Jun 2004 - Jun 2008

Licenses & Certifications

Bachelor Computer Science - As an Prograaming

Skills

Web Development • HTML • PHP • CSS • Linux • Web Design • SQL • Photoshop • Java • JavaScript