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> " TECHNOLOGY IS POWERFUL WHEN PURPOSEFUL. I BUILD TOOLS THAT CREATE REAL IMPACT, HELPING PEOPLE WORK SMARTER, FEEL SUPPORTED, AND GROW. EVERY LINE OF CODE SHOULD SOLVE A HUMAN PROBLEM. THAT'S TRUE INNOVATION. "

MUHAMMAD ASIF

GLOBAL 100

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THE
POWER LIST

ENGINEERING THE FUTURE OF REAL ESTATE, ONE LINE OF CODE AT A TIME

> Technology is powerful when purposeful. I build tools that create real impact, helping people work smarter, feel supported, and grow. Every line of code should solve a human problem. That's true innovation.

MUHAMMAD ASIF

Director – Datamart Inc.
Founder – Ruby Orbit LLC

Muhammad Asif's career is rooted in the belief that technology should make life smarter, simpler, and more human. With over 8 years of experience, Muhammad has transformed industries through AI automation, software architecture, and product innovation. From healthcare labs to fleet management to real estate automation, he has built platforms that directly impact how businesses operate and scale.

As Director of Datamart Inc., he has led backend engineering and DevOps for high-volume systems across North America. His past innovations include LimouCloud, a fleet SaaS with built-in dispatch, payroll, and GPS; NIRA, an AI therapist offering scalable mental health access; and Elite Med Labs, a middleware solution automating HL7 messaging across lab networks.

His newest venture, Ruby Orbit, is a bold move into the real estate AI space. Ruby Orbit is now in beta, offering agents and brokers a smart, AI-powered CRM that acts as a digital Inside Sales Agent. It automates lead responses, campaign flows, and client engagement freeing professionals to focus on closing deals, not chasing them. The platform is currently onboarding beta users and early investors, providing first access to a tool designed to shape the future of real estate productivity.

Muhammad's technical toolkit includes Django, PostgreSQL, Docker, Stripe, and Generative AI integrations all orchestrated under clean architecture and real-time performance standards. Beyond the codebase, he is a leader who mentors teams, defines product vision, and ensures solutions remain human-centered.

Recognized as the Young Business Leader of the Year in AI and Software Architecture, Muhammad's work continues to reflect a rare mix of empathy, engineering, and execution.