**Farhad Vali**

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**Summary**

Dynamic executive and chief architect with extensive experience in leading large-scale software projects and driving technology and business transformation for enterprise clients. Adept at managing the full project lifecycle of software programs, providing technical leadership during agile delivery phases, and setting strategic visions for technology use. Proven ability to deliver innovative solutions that modernize technology stacks and foster IT and business transformation. With deep expertise in consulting, technology, retail, telecommunications, and media, I have consistently enabled clients to achieve their business objectives through strategic planning, effective client management, and resource optimization.

**Core Competencies**

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| **Leadership** | **Architecture** | **Client Management** |
| Strategic Vision | Enterprise Architecture | Strategic Planning |
| Team Building | Micro-services Design | Relation Management |
| Cross-functional Collaboration | IT Modernization | Governance |
| Change Management | Digital transformation | Program Execution |
| Vendor Management | Technology Roadmap | Change Management |
| Conflict Resolution | Enterprise-wide Architecture Frameworks | Global Resource Allocation |

**Selected Achievements**

* **Led Major Business Transformations:** Successfully led business transformations for large enterprises with budgets exceeding $100MM, leveraging global teams of over 1,500 members.
* **Executive Leadership:** Held positions such as Vice President, Consulting Expert, Senior Director of Technology Solutions, and Chief Architect on large, software-intensive projects.
* **Strategic Vision and Implementation**: Set strategic visions for technology use in enterprise customer software and technology landscapes, driving modernization and transformation.
* **Results-Driven IT and Software Development:** Delivered large-scale IT and software development projects, achieving significant business outcomes for clients.
* **Enterprise Solutions:** Built and delivered large solutions for enterprise clients across various industries, including retail, telecommunications, and media.
* **Client Relationship Management:** Managed and strengthened client relationships, acting as the primary technical representative at the executive level.
* **RFP Leadership:** Led major RFP initiatives, securing significant enterprise accounts and managing technical delivery and client relationships post-win.
* **Global Delivery Management:** Managed global delivery teams, ensuring successful project execution and alignment with client business and IT vision.
* **Innovative Technology Deployment:** Oversaw the development and dissemination of advanced technology solutions, including AI, big data, and robotic process automation.
* **Successful Project Execution**: Spearheaded the modernization of Canadian Tire’s eCommerce platform, resulting in a unified platform using SAP Hybris and Adobe Experience Manager, enhancing online sales and store operations across 2,000 stores.

**Chief Enterprise Architect  
Ness Digital Engineering** Nov 2023 – June 2024

**Enterprise Architecture Leadership:** Spearheaded the development and implementation of comprehensive enterprise architecture frameworks, ensuring alignment with industry best practices and organizational goals.

**Executive Representation:** Acted as the primary technical representative at the executive level, advocating for technical solutions and strategies that align with business objectives.

**RFP Leadership and Success:** Directed and led the response to large RFPs for major clients, playing a pivotal role in winning significant contracts that drive business growth.

**Strategic Alignment:** Collaborated closely with client IT executives and senior architects to ensure alignment between business strategies and IT capabilities, fostering a cohesive vision for future developments.

**Long-Term Planning**: Facilitated and managed planning meetings with client executives, developing long-term technology plans that support business goals and drive innovation.

**Technology Modernization:** Led initiatives to modernize clients' technology stacks, driving digital transformation and enhancing overall business agility and performance.

**Vice President, Consulting Expert  
CGI April 2022 – November 2023**

**Account Management and Delivery Oversight:** Managed several high-value accounts, overseeing technical and delivery aspects with a total responsibility of $75 million. Ensured successful project execution and client satisfaction.

**Executive Representation**: Represented the technical group at CGI for both CPC and MRD executive levels, advocating for technical solutions and strategies that align with client business objectives.

**Client Relationship Management:** Maintained and enhanced relationships between accounts and delivery teams, both onshore and offshore, ensuring effective communication and collaboration.

**Technical Leadership**: Acted as the chief architect for major accounts across various industries, leading business transformations and driving technology modernization initiatives.

**Strategic Vision and Alignment**: Collaborated with client IT executives and senior architects to align business strategies with IT capabilities, creating a cohesive vision for future developments.

**RFP Leadership and Success:** Led major RFP initiatives, securing significant enterprise accounts for CGI. Managed the technical delivery and client relationship post-win, ensuring successful implementation and ongoing satisfaction.

**Program and Project Execution**: Managed the technical delivery of projects, ensuring they met client expectations, were delivered on time, and adhered to budget constraints. Provided governance and oversight to maintain project quality and consistency.

**Vendor and Third-Party Collaboration**: Coordinated with vendors and third-party providers to integrate their solutions into the overall project delivery, ensuring compatibility and meeting client needs.

**Senior Director, Technology Solutions  
EPAM SYSTEMS INC. Nov 2012 – April 2022**

**North American Architecture Leadership:** Co-headed the EPAM North American Architecture Board, driving strategic initiatives and setting architectural standards, technical hiring process, and guiding global solution architecture teams.

**Major Business Transformation:** Served as the chief architect for Canadian Tire's business transformation:

* Unified eCommerce platform using SAP Hybris and Adobe Experience Manager resulting in most successful Canadian retail transformation from no online sale to hundreds of millions for all brands
* Added eCommerce capabilities to canadiantire.ca, integrating store fulfillment modules in 500 stores with over 150,000 products.
* Architected and designed end to end eCommerce platforms for Marks.com and sportchek.ca
* Modernized SportChek and Marks point of sales and store operations platforms, deployed in over 2,000 stores with high availability.

**Team Building and Development:** Built and led the EPAM Canada architecture team, hiring over 50 solution architects with diverse skills and industry experience. Developed core groups in Robotic Process Automation (15 members) and Big Data & AI (20 members), serving various accounts.

**Global Delivery Management:** Led a global delivery team of 1,500 professionals, ensuring seamless project execution and client satisfaction.

**Executive Representation:** Acted as the primary technical representative at the EPAM executive level, advocating for technological solutions and strategies that aligned with business goals.

**Client Relationship Management:** Managed relationships between accounts and delivery teams, both onshore and offshore, ensuring effective communication and collaboration.

**Strategic Vision and Alignment**: Worked closely with client IT executives and senior architects to align business strategies with IT capabilities, creating long-term technology plans.

**RFP Leadership and Success**: Led major RFP initiatives, securing significant enterprise accounts for EPAM and managing technical delivery post-win for clients such as Canadian Tire Corporation (CTC), Rogers, and many other major accounts.

**Vendor and Third-Party Collaboration:** Coordinated with vendors and third-party providers to integrate their solutions into overall project delivery, ensuring compatibility and meeting client needs.

**Delivery Manager/Enterprise Architect   
Public Mobile Inc. Feb 2010 – Nov 2012**

**Enterprise Architecture Management**: Maintained and expanded the corporate enterprise architecture plan, including SOA and enterprise service bus (ESB) implementation. Ensured rapid growth of enterprise architecture through up-to-date SOA and SOMA plans.

**Team Building and Leadership:** Built and led a team of 15 professionals, including developers, BAs, solution architects, and team leads. Conducted interviews and hiring to strengthen the team’s capabilities.

**Project Management:** Managed multiple projects including B2B eCommerce, sales channels and portals (consumer and intranet portals), and Android development for PMI devices. Prioritized and executed projects based on resource availability and budget limitations.

**Process and Vendor Management:** Defined IT priorities and maintained permanent IT processes and methods. Managed vendors and their deliverables, ensuring alignment with business requirements and plans.

**Architecture Blueprint:** Designed and maintained the IT enterprise architecture blueprint, including the SOA roadmap, business services catalog, ESB management guidelines, and enterprise services lifecycle. Managed roadmaps for various enterprise portals (self-service, customer-facing, agent-facing).

**Enterprise Architect  
Rogers Communications Inc. July 2008 – Jan 2010**

As part of a large business transformation program Rogers engaged a team of enterprise architects to oversee and lead program level initiatives. I joined enterprise architecture team with business transformation mandates. The program mainly involves:

**Enterprise Integration Platform**: Helped Define and implement the Enterprise Integration Platform, setting guidelines for the Enterprise Service Bus and Services Inventory.

**SOA Guidelines**: Introduced and established SOA guidelines for the entire Rogers IT infrastructure, ensuring standardization and efficiency.

Leadership and Team Management: Worked as senior member of projects comprising 5 senior enterprise architects and 10 solution architects, overseeing the integration of major vendor products with existing systems across multiple platforms (J2EE, .NET, legacy).

**Business Process Transformation:** Directed changes to business processes to comply with world-class telecom standards, enhancing productivity and reducing costs.

**Standardization and Best Practices:** Created program-wide standards, including SOA analysis and design, SOA modeling, SOMA, Integration Framework, Enterprise Fault Management Standard, and Integration Patterns Guideline.

**Compliance and Reviews:** Presented enterprise architecture standards to solution architects, delivery teams, and vendor technical leads. Conducted architectural reviews and provided compliance feedback.

**Self Service Portal (SSP):** Managed the architecture of the Self Service Portal, working closely with SSP solution architects and delivery teams to ensure successful implementation.

**UML Modeling:** Maintained an overall enterprise UML model and corporate-wide UML Profile, facilitating AS-IS and TO-BE system definitions and ensuring alignment with enterprise architecture analysis.

**Director of R&D  
Group of GoldLine Jan 2007 – Jul 2008**

Led the introduction of project management and enterprise architecture blueprint at a corporate level, including the major GLWiz IPTV project. Built and managed a team of 20 professionals, defined the enterprise architecture framework using SOA, and established a software delivery methodology based on Rational Unified Process. Enhanced software processes through collaboration with overseas and local teams and provided training to team members on new development processes.

**IT Architect, Business Consulting Services**  
**IBM Feb 2002 – Dec 2006**

**Order Management System Integration:** Served as IT architect for a major Canadian telecommunications company, leading the integration of vendor products with existing systems across multiple platforms (J2EE, .NET, and legacy). Created program-wide standards and best practices, ensuring compliance and efficiency.

**Insurance Claims Management Application:** Led the architecture and delivery of a multimillion-dollar insurance claims management system for a major Canadian bank, integrating existing software systems and developing new applications to meet business requirements. Managed a team of analysts to define use cases and non-functional requirements.

**Large Portal Implementation:** Architected a large-scale online fund offering portal for a major Canadian bank, coordinating with multiple vendors and delivering the project in three phases.

**Multimedia Content Management:** Acted as senior architect for a government of Canada project, developing a multimedia content management system.

**IBM Internal Intranet:** Senior architect for the redesign of IBM's internal intranet (w3), enhancing user experience and functionality.

**Technology and Best Practices:** Utilized Rational Products (RSA, RequisitePro, RUP) extensively, presenting enterprise architecture standards to solution architects and delivery teams. Conducted architectural reviews and provided compliance feedback, ensuring alignment with established guidelines.

**Senior Software Engineer  
BroadVision, Inc. July 2000 – Feb 2002**

* **Content Catalyst for Web:** Led the design and development team for BroadVision's Content Catalyst for Web™, a web-based content management software that provides form-based content entry, XML repository access, and workflow functions. Implemented using CORBA, C++, and J2EE for Solaris, HP, and Windows platforms.
* **Content Catalyst for Windows**: Directed the design and development of Content Catalyst™ for Windows, part of the BroadVision One-To-One Content suite. This application provided role-based access to content entry, repository, and workflow functions, enhancing content management and user productivity.

**Computer Science Corporation Apr 1991 - Jan 2000**

**Programmer**

Projects**:**

Point of Sales application, Distribution management (integrating 170 stations of oil distribution and delivery)

**Education** **1989 – 1993**

Shahid Beheshti University

BSC Software Engineering 1989 – 1993