

Contact

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(LinkedIn)

Top Skills

Cloud Data Architecture (GCP, AWS)

Data Engineering (Snowflake, BigQuery, DBT)

Python, SQL, Machine Learning Implementation

Languages

Urdu

Punjabi

English

Honors-Awards

Winner Software Competition in PROCOM '08

Dean's List

2nd Position in Coder of Year Competition

Head Software Competition

Wasim Akram

Principal Engineer, Agentic Systems Lead

Copenhagen, Capital Region of Denmark, Denmark

Summary

I build data & AI systems people can trust in production.

- Principal Engineer & Agentic Systems Lead at VML MAP (WPP), Copenhagen
- Lead agentic-AI and marketing data platforms—mainly Google Cloud, with AWS & Snowflake when it helps
- Engineer since 2008; the last decade focused on shipping dependable data/AI platforms

How I work

- Small, calm teams • readable code • clear data contracts
- Evals, tests, guardrails before launch • runbooks that keep incidents boring
- Success means quiet reliability, faster and cheaper to run, measurable lift, and happier users.

Highlights (select)

- Volvo • IKEA • International Olympic Committee • The Coca-Cola Company
- (varied data/AI work; not all LLM/agent projects)

What I care about

- Trustworthy, observable systems that stay quiet in production
- Coaching engineers and partnering closely with product & stakeholders
- Turning useful research into practical safeguards

On the side

- I study AI safety and mechanistic interpretability for fun.

Experience

VML MAP

1 year 10 months

Principal Engineer, Agentic Systems Lead

January 2025 - Present (10 months)

- Agentic systems development using GCP, using simple custom agent framework and (LangGraph, PydanticAI).
- Unlocking the capabilities of foundation models (Claude, Gemini, GPT).
- Strong focus on evaluations, validation and guardrails.
- Architect LLM applications with emphasis on security and scalability
- Advise global clients on data and AI transformation roadmaps

Principal Data Engineer

January 2024 - Present (1 year 10 months)

Copenhagen, Capital Region, Denmark

As a Principal Data Engineer at VML MAP in Copenhagen, I focus on designing and implementing cloud solutions for large-scale marketing data warehouses, primarily using Google BigQuery and Snowflake. I lead a team of data engineers to deliver efficient data solutions.

Key Skills:

- Expertise in Google Cloud Platform (GCP) and AWS for cloud-based data solutions.
- Proficient in SQL and Python for data manipulation and scripting.
- Skilled in BigQuery and Snowflake for data warehousing.
- Experienced in deploying machine learning models, including deep learning.

Wunderman Thompson MAP

6 years 1 month

Data Engineering Lead, Cloud Solutions Architect

April 2023 - January 2024 (10 months)

Copenhagen, Capital Region, Denmark

- Design and build cloud solutions for large enterprise clients, primarily focusing on marketing data warehouses using BigQuery and Snowflake.
- Lead a team of data engineers.

Solutions Architect

October 2020 - June 2023 (2 years 9 months)

Copenhagen, Capital Region, Denmark

Defining and extending technical solution architectures for enterprise clients, for building marketing systems dealing with 100+ million profiles and 10+ billion messages (emails, SMS and notifications).

Developer

January 2018 - October 2020 (2 years 10 months)

Copenhagen Area, Denmark

Working with multinational enterprise clients.

- * Developing CRM systems using Adobe Campaign and Adobe Campaign Standard.
- * Architect role on SAP Gigya setting customer identity platform for Tokyo 2020 Olympics.

TATWEER MIDDLE EAST AND AFRICA L.L.C

Sr. Software Engineer

February 2017 - January 2018 (1 year)

Abu Dhabi, United Arab Emirates

Building multiple systems in Smart Traffic Center, Abu Dhabi.

- * Patrol Car Allocation based on historical incidents using Monte Carlo simulations.
- * Dangerous Violators Rules correlation engine via complex event processing of 700 Million events per day.
- * Working on variable message signs for Smart Traffic Towers.

twofour54

Sr. Software Engineer

March 2015 - February 2017 (2 years)

UAE

Working as a freelance Sr. Ruby on Rails developer on multiple projects from US, and UK.

Health Hero, Inc.

Sr. Ruby on Rails Developer

February 2014 - March 2015 (1 year 2 months)

Working there on wellness products and services, currently developing gohealthhero.com. Tools I worked on HTML5, CSS3 JavaScript Phone Gap and Rails-based RESTful service. Managing mobile app development with apps team in India.

MindCusp

Co-founder

May 2012 - February 2014 (1 year 10 months)

Innovating and developing web-based products.

Kemists

Engineer

August 2011 - May 2012 (10 months)

I was working as an engineer with a brilliant team on an amazing new Project, my main responsibilities are designing Service Oriented Architecture and building the solid backend in Ruby on Rails.

Devsinc

CTO

January 2011 - July 2011 (7 months)

Lahore, Punjab, Pakistan

My main responsibilities were:

- * Leading Behavior Driven Development in Rails using tools like RSpec, Capybara/Cucumber.
- * Technology research for driving the vision of the company.
- * Overseeing the development of iPhone Apps.

National University of Computers & Emerging Sciences

Lab Instructor

March 2009 - July 2010 (1 year 5 months)

Lahore, Pakistan

I conducted labs for multiple semesters following are the courses for which I took labs and gave lectures.

- * Programming for Engineers
- * Data Structures, Databases
- * Assembly Language Programming

Techlogix

Software Engineer

July 2008 - November 2008 (5 months)

Lahore, Punjab, Pakistan

I worked on PeopleSoft Enterprise Campus Solutions, configuring the ERP and building a middle layer to import data.

Education

National University of Computer and Emerging Sciences

Bachelors of Science, Computer Science · (2004 - 2008)