



MOHAMAD ANAS SHAMMAA

Technology & Digital Transformation Leader | Enterprise Platforms, AI, Data & Integration
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Nationality: Syrian / Turkish | Languages: Arabic / English

EXECUTIVE PROFILE

Technology and digital transformation leader with 20+ years of experience across retail, government, healthcare, telecom and enterprise software. Currently leads AI Meera's Digital Solutions function across digital channels, POS, enterprise applications, integration, data/analytics and AI adoption. Combines C-suite technology leadership with deep technical judgment in enterprise architecture, design thinking, business-process optimization, Agile delivery governance, integration, data engineering and AI-enabled delivery - translating business objectives into scalable platforms, workflows, APIs, KPIs, dashboards and operating models that move from strategy into production and continuous improvement.

LEADERSHIP SCOPE

Digital Solutions function - one of five core IT domains reporting directly to the CTO | 74 branches across Qatar & Oman | Mission-critical POS estate processing ~QAR 3B in annual sales transactions

Leads internal and offshore distributed vendor teams across multiple countries; governs multi-million technology investments and 24x7 operational continuity across mission-critical platforms.

SELECTED ENTERPRISE IMPACT

- Launched the B2B Gift Card platform, processing QAR 20M+ in first-year transaction value; continued growth secured Phase 2 investment for B2C expansion and enhanced B2B capabilities.
- Accelerated the digital transformation journey from June 2025 with major emphasis on e-commerce and loyalty, leading external-vendor optimization across web/mobile architecture, backend integrations, caching, Elasticsearch, cloud resources, DevOps/CI-CD, security/VAPT and management dashboards; new commerce platform live March 2026.
- Modernized and now oversees the 24x7 mission-critical POS estate across 74 branches in Qatar and Oman - 475 POS and 24 self-checkouts - using a branch-by-branch rollout and train-the-trainer model with high adoption and minimal disruption.
- Completed the enterprise migration from TIBCO to MuleSoft, moving 30+ production integrations to an API-led, mission-critical integration backbone with centralized API management and a developer portal; supervised internal resources and an external delivery partner.
- Architected customer journeys, payment flows and enterprise integration for a live cloud-AI-powered unmanned store, supporting app-based and credit-card-only journeys through separate payment gateway integrations.
- Established governed near-real-time data and integration capabilities connecting SAP with ministries, B2B partners and cloud platforms through Azure Synapse / Fabric, with security controls, live monitoring and proactive operational support; shaping the future Databricks + SAP data architecture.

SKILLS - LEADERSHIP AND TECHNOLOGY DOMAINS

Strategy & Leadership: Digital strategy and transformation roadmaps, design thinking, business/process optimization, Agile delivery governance, technology investment, portfolio governance, executive communication, team development and change leadership.

Enterprise Platforms: ERP, CRM, CDP, CMS, HR, PIM, e-commerce/OMS, POS/SCO, loyalty, gift cards, payments and workflow platforms.

AI & Intelligent Automation: Artificial intelligence (AI) strategy and enterprise AI adoption, AI governance, AI-assisted engineering, agentic workflows, multi-agent orchestration, conversational AI, LLM evaluation, machine learning and automation strategy.

Integration & Interoperability: MuleSoft, TIBCO, REST/OpenAPI, API management, microservices, middleware, event-driven integration, SAP integration, internal engineering platform, enterprise messaging and HL7 healthcare interoperability.

Data & Decision Intelligence: Azure Synapse, Fabric, Power BI, SAP HANA pipelines, Databricks leadership exposure, data engineering, KPI frameworks and executive/operational dashboards.

Cloud & Engineering: Azure, Google/Firebase, AWS, DevOps/CI-CD, Jira, containers, GitHub/Azure Repos, Agile SDLC, Lean continuous improvement, governance, testing, release coordination and end-to-end application lifecycle management.

Governance, Delivery & Compliance: program management, project management, change management, vendor management, SLA governance, RFP/RFB and tender scoring, IT compliance, PCI-DSS, GDPR, ISO, information security, risk management, external audit support, business continuity.

WORK EXPERIENCE

Digital Solutions Manager | AI Meera Consumer Goods Company

Nov 2022 - Present

Doha, Qatar

Lead the Digital Solutions function - one of five core IT domains alongside SAP, Infrastructure, Security and Support - reporting directly to the CTO. Own delivery and operational performance across digital channels, POS, loyalty, enterprise applications, integration, data and AI through a flexible model of local and distributed vendor teams. Govern multi-million technology investments and 24x7 mission-critical platforms supporting 74 branches.

- **Strategy & governance:** co-developed the enterprise digital transformation roadmap with the CTO; regularly brief C-suite and steering leadership on investment cases, vendor evaluations, project performance, risks, architecture direction and operating priorities.

- Technology investment: prepare and evaluate multi-million technology investments across CAPEX/OPEX, including business cases, vendor comparisons, cost optimization and executive approval; stopped the Smart Cart pilot when cost-to-value analysis did not justify enterprise rollout.
- Vendor & application governance: enforce source-code ownership for custom solutions, PAM-controlled vendor production access, structured RFP/RFB scoring, SLA governance and clear delivery accountability.
- External audit & IT governance: support the annual PwC external-audit cycle for the listed company, coordinating IT evidence, system and control information, audit responses, and remediation of findings across relevant digital and application areas.
- Agile and Waterfall delivery & SDLC governance: lead sprint-based software delivery across digital and application projects using Jira as the central system for backlog, change-request and development tracking; run sprint planning, daily stand-ups, delivery reviews and progress reporting across internal and vendor teams.
- Business design & continuous improvement: apply design-thinking principles through stakeholder discovery, structured brainstorming, problem framing, process/workflow analysis and architecture optioning before major decisions; continuously review existing processes for simplification, automation and optimization.
- Digital channels & e-commerce: starting June 2025, led technical supervision of a new from scratch e-commerce and loyalty transformation with an external vendor; optimized web/mobile architecture, backend integrations, caching and Elasticsearch, cloud resource management, DevSecOps, CI/CD pipelines and VAPT remediation, security assurance, and operational/executive dashboards. Led market evaluation (~10 vendors narrowed to 4) and production launch of the new commerce platform in March 2026, including payments, tokenization, aggregator integrations and OMS/fulfilment architecture.
- Loyalty: replaced the legacy solution with a custom platform integrating POS, SCO and digital channels, including OTP-secured redemption and rotating QR capabilities.
- POS & SCO: oversee 24x7 operational continuity for the mission-critical POS estate supporting store sales across 74 branches, 475 POS terminals and 24 self-checkouts; manage rollout, incident escalation, change control, production readiness and adoption through a branch-by-branch model.
- Integration backbone: completed the move from TIBCO to MuleSoft; 30+ production integrations for a mission-critical API-led backbone with OpenAPI standards, API management, developer portal, sandboxing environment, controlled change and 24x7 support expectations.
- Data & integration: established governed near-real-time pipelines connecting SAP with ministries, B2B partners and cloud platforms through Synapse/Fabric; built secure data flows, live monitoring and proactive support, personally engineered complex SAP-to-SQL integrations, and shape the future Databricks + SAP architecture.
- AI in operations: delivered a production customer-support chatbot and the live AI-powered unmanned store; advancing GenAI copilots, agents and agentic-workflow proofs of concept for internal productivity.
- Ecosystem & regulatory integration: technology lead for QIB and Qatar Airways integrations; led regulatory integrations and automated reporting with MOCI and the Ministry of Municipality.
- People & distributed delivery leadership: lead a flexible mix of local resources and vendor teams across Qatar, Pakistan, UAE and India; align priorities, dependencies, sprint execution and technical decisions across e-commerce, POS, MuleSoft and loyalty, while developing staff through coaching, certifications and career planning.
- Delivered many internal business applications, dashboards, and tools using AI-assisted software engineering as a core delivery method, applying AI across requirements analysis, documentation, development, debugging, testing and QA.
- Maintain an on-premises AI evaluation environment for local LLMs via Ollama (commercial and open-source), RAG, n8n-based process automation and agent orchestration — used to validate models and architectures before enterprise adoption.
- Design and pilot with a role-based multi-agent software-delivery model covering Product Owner, Project Manager, Business Analyst, System Analyst, UI, frontend, backend, QA and DevOps roles using agent orchestration frameworks including LangGraph and CrewAI.
- Evaluate Google and Microsoft enterprise agentic platforms hands-on, informing enterprise AI adoption and automation strategy and human-in-the-loop operating models.

Applications Development Team Leader | AMAN - Qatar Social Work

Aug 2018 - Oct 2022

Doha, Qatar

- Led application-development alignment across seven Qatar Social Work organizations, standardizing requirements and platforms and establishing vendor-evaluation frameworks for multi-million strategic initiatives.
- Committee member for the Case Management System (core business platform): feasibility, solution architecture, vendor selection/supervision and user support; delivered citizen-facing, CRM/call-center integration, consultation, events in addition to building KPIs, and decision-support system (DSS).
- Prepared government-compliant RFBs and tender scoring; supported Oracle Fusion Cloud ERP implementation and provided training for HR, Procurement, and Supply Chain for internal staff and newcomers.

Information Systems Engineer | Childhood Cultural Center

Aug 2014 - Jul 2018

Doha, Qatar

- Core analyst in Oracle E-Business Suite implementation, ERP-to-legacy integration and reporting across HR, Finance, Inventory and Procurement; administered testing and high-availability environments.
- Delivered internal CRM, intranet, fixed-assets, evaluation and exam systems; contributed to government RFB/tender preparation and technology R&D/feasibility studies.
- Earlier role records include approximately 17% IT support-budget savings through lower Oracle EBS TCO and software licensing/procurement optimization.

Doha, Qatar

- Managed enterprise software delivery exceeding USD 600K for clients including Hamad Medical Corporation, Qatar Exchange, Doha Insurance and government entities, covering architecture, project execution, technical teams and client relationships.
- Led healthcare pharmacy interoperability across two generations: legacy pharmacy + ROWA robotic dispensing via HL7, followed by Cerner + Omnicell integration using HL7, SDKs and APIs.
- Delivered enterprise and customer-facing solutions spanning BPM/workflow, document management, self-service kiosks, e-payments and native mobile applications; earlier role records attribute ~10% YoY revenue growth to new business opportunities.
- Healthcare delivery: designed the HMC Al Wakra Pharmacy Workflow System as the orchestration layer between prescriptions, queue management and robotic dispensing, then supported the next-generation Cerner/Omnicell integration model.
- Financial and customer platforms included Doha Insurance self-service kiosks with e-payment integration and native mobile applications for Qatar Exchange / Qatar Financial Markets.
- Enterprise and government portfolio included BPM/workflow, document management, recruitment, HR-audit and corporate portal solutions across public-sector and large-enterprise clients.

Business Applications Lead | Syriacomm Group

Apr 2006 - Oct 2009

Damascus, Syria

- Digitized approximately 60% of paper-based business processes, with earlier role records showing ~50% reduction in data-entry workload through automation/integration and ~35% reduction in sales-team road time through mobile applications.
- Supported mission-critical 24/7 telecom operations across three distributed branches, combining business-process redesign, Oracle databases/application servers, integration, mobile applications and BI/reporting.
- Delivered technology work across telecom, government and corporate environments including database upgrades, migrations, application-server deployments and enterprise reporting. Best Employee Award, 2006.
- Maintained high-availability Oracle environments across Windows, Red Hat Linux and Solaris, including Data Guard/RMAN, application servers, performance tuning, migrations and enterprise BI/reporting.
- Delivered projects for telecom, government and corporate clients including MTN Syria, Ministry of Interior, SANA and Shell Petroleum, strengthening cross-industry architecture and integration experience.

.NET Software Developer | Nameh Office

Aug 2005 - Mar 2006

Damascus, Syria

- Built a full Hajj & Umrah management system with early robotic process automation (RPA) for consular application submission and 2D-barcode passport/ID data capture.

SELECTED EARLIER CLIENT & SECTOR EXPOSURE

Government & Social Sector: Council of Ministers, Ministry of Justice, Ministry of Labour, Qatar Social Work organizations, and other public-sector platforms and tender-driven programs.

Financial & Customer Platforms: Doha Insurance self-service/e-payment solutions and Qatar Exchange / Qatar Financial Markets mobile services.

Healthcare: Hamad Medical Corporation pharmacy workflow and robotic-dispensing (ROWA, Omnicell) integrations, including HL7-based interoperability with Cerner System.

Telecom & Enterprise: Syriacomm, MTN, spanning portals, BPM, BI/reporting, high availability and system integration.

Oil & Gas: Maersk Oil (Qatar) AoD campaign portal and mobile apps, Shell Petroleum (Syria) centralized attendance.

CAREER TECHNOLOGY FOUNDATION

Built a deep technical foundation across enterprise software engineering, Oracle/SQL platforms, ERP/CRM, mobile applications, high availability, business-process automation, BI/reporting and system integration. This foundation now underpins current leadership in cloud, API-led architecture, data platforms and AI/agent delivery.

EDUCATION

M.Sc. Management Information Systems (Excellent) - Arab Academy for Management, Banking & Financial Sciences, Damascus | 2007–2009

B.A.Sc. Mathematics (Very Good) - Damascus University | 2000–2005

SELECTED CERTIFICATIONS

Google Generative AI Leader (2025) | TOGAF® Enterprise Architecture - in progress (2026) | Microsoft Power Platform Developer Associate (2022) | Microsoft Azure Developer Associate (2021) | PRINCE2® Foundation (2017) | Oracle E-Business Suite R12 Applications DBA (2013) | Oracle Database 10g OCP (2009)

AWARDS & RECOGNITION

Official Letter of Thanks - AMAN / Qatar Social Work (2020) | Best Employee Award - FutureGate Software (2011) | Best Employee Award - Syriacomm Group (2006)