

Summary

ERP and systems integration leader with hands-on experience since 2015, combining executive leadership, a strong grasp of business operations, and technical execution. Deep expertise in implementing and customizing ERPNext, with working knowledge of Oracle ERP, requirements analysis, systems and channel integration, and infrastructure management. Proven record of turning operational needs into scalable digital solutions that support management, sales, and customer service.

Education

Bachelor's Degree in Business Information Technology
Asia Pacific University — Malaysia
2019

Core Skills

- ERP implementation and management
- ERPNext:** implementation, customization, and configuration tailored to business needs
- Oracle ERP & Odoo:** working knowledge and hands-on experience
- Business process and requirements analysis
- Systems and channel integration
- Process and workflow automation
- Project and stakeholder management
- Languages:** PHP, JavaScript, Ruby
- Frameworks:** Laravel, Next.js, Ruby on Rails, React Native
- Development:** Backend, Full-Stack
- Databases:** MySQL, PostgreSQL, Oracle Database, Redis
- DevOps & Infrastructure:** Kubernetes, infrastructure design, server administration, deployment and environment management
- Business & Management:** executive leadership, organizational structuring, e-commerce, import/export, wholesale, digital marketing

Languages

- Arabic:** Native
- English:** Fluent

Professional Experience

Partner & Chief Executive Officer — Technology & Systems Lead
Makhzoon Al Khaleej Trading Co. | Riyadh, Saudi Arabia
2022 – Present

- Lead the company's administrative, technical, and operational direction.
- Built the operating and technology structures and standardized work procedures.
- Analyze business needs and turn them into actionable systems and solutions.
- Manage import/export, product sourcing, and wholesale operations.
- Built and manage several e-commerce stores and commercial ventures.
- Built and run an e-commerce store within the company's portfolio generating SAR 300–400K in monthly sales.
- Oversee digital marketing, advertising campaigns, and operational coordination.
- Launched and lead “Focus Desk” as the company's in-house technology project.

Project Lead & Developer — “Focus Desk”
In-house technology project | ~7 months

- Conceived a platform that unifies social media channels in one shared inbox.
- Designed and built the system from the ground up.
- Integrated multiple channels into one central conversation and customer service system.
- Applied AI to automate replies to FAQs, order status, and product inquiries.
- Led the software, operations, and infrastructure aspects of the project.
- Managed runtime environments, deployments, and DevOps processes.
- Helped shape the project's operating and business model.

Independent Systems Developer & Consultant
2015 – Present

- Implement and configure ERP and accounting systems for businesses.
- Customize ERPNext to each organization's requirements and procedures.
- Analyze client needs and design end-to-end technical solutions.
- Develop websites, e-commerce stores, and custom web solutions.
- Delivered technical and development solutions for e-commerce stores exceeding SAR 1M in monthly sales.
- Build backend systems with PHP and Laravel.
- Build end-to-end solutions with JavaScript, Next.js, Ruby on Rails, and React Native.
- Design and implement custom, scalable infrastructure.
- Manage servers and runtime/deployment environments; improve system stability.
- Currently serving a select group of corporate clients.