ALI AKBAR

Founder & M.D. Hoxpldus FZE

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Profile

A serial Entrepreneur who grew a series of businesses from start-up to millions in annual sales through effective business planning, creative sales techniques, and innovative

Innovative IT professional with over 20 years of experience in management, <u>entrepreneur</u> and business owner, offering vast experience leveraging software development and DevOps methodologies to deliver highly effective and creative solutions to business and technology challenges. Utilizes highly attuned analytical skills to develop IT and business strategies employing cutting-edge technologies to increase productivity. Consistently drives high standards of service through effective project management, communication, and strategic planning to develop and manage strong client relationships. Highly organized with strong capacity to prioritize workload, delegate deliverables, and steer project completion within established deadlines.

Key skills include strong team leadership, motivational and mentoring skills, customer assurance and complex issue resolution, and resource allocation. Proven track record of achieving high customer satisfaction scores and leading cross-functional teams. Strong reputation for resolving customer issues quickly and efficiently resulting in significant time and cost savings. Articulate communicator with excellent presentation skills. Ability to coordinate with cross-functional teams to accomplish objectives and meet critical deadlines in a high-growth and diverse environment.

Experience

Founder & M.D.

Hoxplus FZE (Owner)
2012–Present
Dubai, UAE

Successfully established and built web based software and development company providing solutions to a variety of companies' business and operational needs. Led complex software development for a broad range of functions including web based management systems, e-commerce, and portal systems.

- Built a solid reputation for delivering high-quality, cost-efficient web based solutions and tools driving business development and the establishment of key partnerships with large organizations that included Pepsi, Cisco and Microsoft.

- Managed all aspects of business and project development from initial scoping through strategic and fiscal planning to final testing and delivery.

- Delivered outsourced service to RTA Dubai government maintaining support, development and life cycle management of Oracle development tools, including all products/services source code and changes.

Founder & M.D.

Smart Business FZE (Owner)
2007 - 2012
Dubai, UAE

Established products and services in Web Designing, eCommerce Solutions, Portal Designs, Web Hosting Server acquisition (Linux, Windows).

- Consistently maintained a high-standard performance record via exceptional service, follow-through, and specific attention to detail which resulted in higher sales.
- Directed marketing efforts to promote visibility and introduce new products.
- Analyzed complex situations, designed practical solutions, and implemented cost-effective plans.
- Developed personnel, motivated staff to exceed goals, and improved production and sales.

Founder & Manager

Smart Business
Solutions
2003 - 2007
Abu Dhabi, UAE

Setup and run a Web Designing company. It was one of few companies in United Arab Emirates (UAE). Produced out of the shelf eCommerce packages in the industry. Complete solution ranges from web presence to online payment, multimedia development, CMS and dynamic portal solutions such as Real Estate, Virtual School, Automobile. First company in the region who offered email marketing solution.

Established a reseller network in Saudi Arabia, Oman, Bahrain and Kuwait.

Prepaid Legal Project

for *Al Yasiya Advocate and Legal Consultants*
2004 - 2005
Abu Dhabi, UAE

From conceiving an idea to making it up and running - entire process were accomplished and delivered. The main achievements were as follow:

- This was the first Prepaid Legal service in the Middle East.

- Produced a comprehensive feasibility report with 5 years of financial projection.

- Designed multimedia presentation with voice over, website with complete backend integration, developed entire content for brochure and Legal Packages with price projections.

- Hired sales team with effective marketing strategy.

Founder & Director

Emerging
Technologies
2001 - 2003
Abu Dhabi, UAE

As an entrepreneur, this was a signature achievement. It was the first company in Middle East and Asia engaged in Voice Recognition application development.

It replaced the call agent with a computer who understand the voice of caller and respond back with voice in an IVR or Call center environment.

The main achievement were as follow:

- Developed application for Dubai Airport for flight inquiry, this application is still operational at Dubai Airport.

- Developed Voice Recognition Application for Etisalat local ISP for email application.

- Produced Business plan with 5 years financial projection.

Head of IT Department
Bin Aweidha Group of Companies
1999 - 2001
Abu Dhabi, UAE

Established an IT department from scratch for a group of 45 companies. Main tasks were:

- Developed in house application for eDocuments.

- Designed website for the entire group.

- Synchronised communication between departments.

- Research for tools and utilities to be used by various department.

Country Manager
ZoomNet ISP
1998 - 1999
Karachi, Pakistan

Responsible to introduce and implement overall marketing strategies for six stations across the country, following were the key tasks:

- Countrywide marketing and sales co-ordination

- Press and Publication

- Seminars and Exhibition

- User/competitors analytical reporting

- Product literature and user's guide

- Zoomanian: monthly newsletter

- Introducing value-added services

Internet Consultant

Pakistan & Gulf
Economist (Magazine)
1996 - 1998
Karachi, Pakistan

- Established IT department
- Designed online version of the magazine
- Weekly updating and uploading online
- Created IT section in the magazine and contributed an article every week on technology
- Enhanced and improved the printed version of the magazine.

Sales Executive

InterSoft Systems
Mar 1996 - Sept1996
Karachi, Pakistan

- First job and career started.
- Sales and marketing for an online publishing business directory
- Client communication, conduct sales meeting and exceeding the sales targets.

Education

Bachelor of Engineering (B.E.) 1995

Sindh Agriculture University
Tando Jam, Sindh, Pakistan

English Language Course - Sep 2000

Stanford University
California, United States of America

How to Evaluate a New Product - 1995

American Management Association
New York, United States of America

Skills

- **Google Adwords:** keyword research, Campaign structuring, Demographic reporting analysis.Text Ads, Banner Ads, Dynamic Ads, Video Ads. *Google Analytics* and *Google Adsense*.

- **Social Media Marketing**: Facebook Business Ads, Campaign management and reporting. Twitter, Instagram, Google Plus.

- **Bing Ads**: Campaign structure and reporting.

- **Programing**: understanding of HTML, HTML5, Wordpress, CGI, ASP, DotNet.

- **Web Hosting:** Parallels Plesk Panel, cPanel, WHMCS, Manage Hosting server Linux / Windows, Hosting client management, user creation, package creation.

- **MultiMedia**: Final Cut Pro, Adobe Photoshop, Mac.