

ABUBAKAR SHOAIB MBA, MSc, BS (HONS)

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Dynamic, results-driven Technical Sales Lead and Solution Architect looking after Retail, Hospitality and Finance vertical in UAE. Over 19 years of market experience include 13 years in pre-sales and over 6 years in implementation, in ICT industry, across Europe, Pakistan and UAE.

Seeking a position as **Senior Solution/Business Architect** at a top-tier technology organisation, where my experience in various technical and business verticals can contribute to sales revenue increase.

CORE EXPERTISE

Pre-sales Solution Architect

- Lead and manage pre-sales activities
- Identify customers' business needs and pain points
- Design and position cross-technology and cross-vendor solutions that aligns with required business outcomes
- Engage and lead extended internal BU teams and 3rd party vendors
- Provide technical support in complex deals, through CxO level presentations and solution design and demonstrations
- Primary point of contact for customers for technical details and clarifications
- Run proactive technical update workshops for key customers
- Manage and lead post-sales technical escalations, through engaging extended teams
- Enable channel partners to equip them with latest solutions
- Represent Cisco at public forums

Pre-sales Strategic Activities

- Understanding / learning trends in Retail, Hospitality and Finance sector and provide visibility to leadership
- Collaborate with sales team to build technology adaption heatmaps for individual customers as well industry verticals, i.e. Retail, Hospitality, and Finance.
- Work closely with sales account team and leadership to plan account strategy and run regular account reviews
- Attend and provide feedback, to sales leadership, in the weekly commit calls
- Competitive landscape awareness in general and specific verticals
- Run competitive analysis and plan counter strategy in general and account specific
- Log and Keep track of pre-sales activities through Salesforce

TECHNICAL COMPETENCIES and ACHIEVEMENTS

Software and Enterprise Agreements: Software Platforms and Enterprise Agreement packaging for enterprise customers, cloud as well as on-prem deployments: Customer Care Solutions, Collaboration Flexplan subscriptions, Collaboration Enterprise Agreements (EA), Security EA, DNA Centre, SDN Controllers

Analytics Platforms: Data Virtualization Platform, Kinetic (Cisco IoT platform with Gateway module, Edge & Fog computing Module, and Data Control Module), Network Behaviour Analytics, Threat Intelligence Director

Cross-technology architect for diverse market verticals: Adeptly designed solutions across diverse technologies, i.e. SDN, Cloud, IaaS/PaaS, SD-WAN, Mobility, Security and Enterprise Network.

Diverse Vertical and Industry Experience: Have covered Mid Market, Enterprise, public sector, Service Provider and Cisco Channel Partners, during my Cisco tenure. Recently looking after Retail, Hospitality and FSI market segment.

Realised vision for Smart technology: Led Smart Services projects in Transportation and Smart Cities, Smart Connected Malls. Designed a pilot site on a Data Analytics and IoT Platform for Dubai Design District (D3). Designed several malls and hospitality networks with focus on smart services like location analytics, enhanced guest / customer experience. Engaged with decision makers; gained Smart City requirements; identified relevant Cisco middleware; appointed service providers for virtualisation platform.

CAREER HISTORY

Aug 2016 – Present *Solution Architect (Enterprise: Retail Hospitality and Banking), Cisco Systems, UAE*

- Looking after key enterprise customers: Landmark Group, Dubai Holding, Meeras, Dubai Parks & Resorts, Atlantis / Kerzner, Al Tayer Group, Nakheel, Meydan, MAF, DIFC, ENBD, DIB, SIB, Mashreq Bank, RAK Bank, Hilal Bank, UNB and NBF.
- Responsible for account planning and competitive analysis for top accounts / deal, with Cisco sales leadership
- Closed several Enterprise Agreements for Security, Collaboration, Customer Care services
- Led Data Analytics and IoT projects, in joint venture with IBM and others vendors, for Hospitality, Transportation and Smart Cities
- Designed several Software Defined Networks, from data centres to SD-WAN and SD-Access
- Obtained full technical and sales closure of several DC Interconnect deals with vision around programmable and integrated networks with Openstack, Openshift and multi-cloud fabric.
- Drive CXO / executive level discussion to define and lead customer vision with cross-technology architectures
- Led technical closure of several deals by showcasing cutting edge technologies around mobility, BYOD, location analytics, remote expert and customer journey / experience

Aug 2012 – Jul 2016, *Systems Engineer (Enterprise & Mid Market), Cisco Systems, UAE.*

- Responsible for pre-sales network design and data centre designs in mid-market and enterprise segment, across UAE.
- Key customers included Petrofac, Jewel of Creek (JoC), Dubai Design District, TECOM, Ferrari World, Ministry of Finance, Abudhabi Tourism, Habtoor Group, DSO, Dubai Refreshments (Pepsi), Executive Affair Authority (EAA), Emirates Palace, FEWA, Mashreq Bank, MBC, SEWA, UAQ E-govt, Fujeirah Govt. Weatherford, World Trade Center and etc.
- Designed and closed several multi-million dollar deals across a variety of verticals (Largest deal size was 27m USD, with JoC)
- RFP responses, account planning and competitive analysis

Aug 2010 – Jul 2012, *Channel / Partner Systems Engineer, Cisco Systems, UAE.*

- Enabled a technical partner landscape covering a portfolio of 400 partners UAE-wide within a new Channel SE team.
- Assisted management with building channel strategy and constantly kept track of levels of technical expertise.
- Evaluated partner pipelines, identified any technology gaps and developed partner's expertise when required.
- Built and maintained solid business relationships with channel partners; created focused strategies for 4 major partners

Aug 2008 – July 2010, *Systems Engineer (Commercial), Cisco Systems, UAE.*

- Looked after over 200 commercial accounts across UAE
- Scaled my reach by utilizing partner landscape

Aug 2007 – July 2008, *Systems Engineer (Commercial), Cisco Systems, Pakistan.*

- Supported mid-market / SMB accounts in Karachi and Islamabad

Aug 2006 – Jul 2007, *Associate Systems Engineer, Cisco Systems, Netherlands.*

Mar 2005 – Jul 2006, *Server Technologies Expert, PSEB, Islamabad, Pakistan*

Mar 2005 – Jul 2006, *Network Security Specialist, Expert System Ltd, Islamabad*

Dec 2001 – Feb 2005, *Research Officer, COMSATS Institute of IT, Abbottabad.*

Feb 2000 – Nov 2001, *Network Administrator, Hamdard University, Faisalabad.*

QUALIFICATIONS and PROFESSIONAL DEVELOPMENT

Qualification

MBA	<i>Manchester Business School, Manchester, UK.</i>	2019
CSAP	<i>Cisco, Amsterdam, Netherlands.</i>	2006
MS (CS)	<i>CASE, Islamabad, Pakistan.</i>	2006
BS (Hons)	<i>Hamdard University Karachi, Pakistan.</i>	2001

Certifications

CBAA	Cisco Business Architecture Analyst
CCIE	Cisco Certified Internet Expert – Data Center
TOGAF 9	The Open Group Architecture Framework
DCUCSD	Data Center Unified Computing Systems Design Specialist
CCVP	Cisco Certified Voice Professional
CCNP/CCNA	Cisco Certified Network Professional / Associate
CCDP/CCDA	Cisco Certified Design Professional / Associate
SCJP	Sun Certified Programmer for JAVATM 2 Platform

Personal Info

Languages:	English, Urdu – fluent in both; Arabic – basic level
Interests:	Swimming, Obstacle Races, Cycling, Running

APPENDIX A: TECHNICAL EXPERTISE, AWARDS and RESEARCH PAPERS

TECHNICAL EXPERTISE

Software and EA

Data Virtualization Platform; Services Exchange Platform; Cisco IoT Platform (Gateway module, Edge & Fog computing Module, and Data Control Module); Data Center Telemetry Analytics, Application Performance Monitoring, User & Network Behaviour Analytics, Customer Care Solution, Location Aware Analytics

Data Centre

SDN; Unified Fabric; Hyper Converged Storage; Cloud Strategies; IaaS/PaaS; DC Orchestration and Automation; IaaS; Data Life Cycle Management; RTO and RPO; Virtualization Assessment; Application Dependency Mapping

Mobility

Services based on wireless technologies such as WiFi, LoRA, BLEs

Enterprise Networks

SD Campus Network; Campus Automation and Orchestration; SD WAN; Intelligent Path Selection; WAN optimization; Routing and Switching

Security

Network Perimeter and Admission Control; Anti Malware Protection; Secure DNS; Cloud Security; Email and Web Security.

Others

Knowledgeable of a wide range of Tools, Programming environments and Operating systems

AWARDS RECEIVED

Q3/FY18	Deal of the Quarter Award
Q4/FY17	Sales Achievement Award
Q4/FY17	Deal of the Quarter – Largest hospitality deal in last 5 years
Q3/FY16	Win of the Quarter
Q2/FY16	SE of the Middle East
Q3/FY15	New Business Win Award
Q1/FY15	Deal of the Quarter Award
Q4/FY14	Sales Achievement Award
Q3/FY14	INS Award of Appreciation (Cisco Gold Partner, GBM)
Q4/FY13	Data Center Architecture Win of the Quarter
Q2/FY13	Barbarian Award; PLED Deal of the Quarter
Q1/FY13	PLED Deal of the Quarter
Q4/FY12	PLED SE of the Quarter
Q2/FY11	Channel SE of the Quarter

RESEARCH PAPERS & CONTRIBUTIONS

12/2016	<i>IoE Enabling Smart Cities</i> , Guest Speaker, Frontiers of IT, IEEE Sponsored Conference, Islamabad, Pakistan.
12/2016	<i>IoT and Infrastructure Readiness in Pakistan</i> , Panelist, Frontiers of IT, IEEE Sponsored Conference, Islamabad, Pakistan.
04/2006	<i>LTSP: An emerging cheapest open source Client Server Architecture for businesses</i> , Abubakar, S. Open Source and Sustainability Conference 2006, Oxford University, UK.
12/2004	<i>Evaluation of Load Balancing Strategies</i> , Abubakar S., Haroon R., Usman A. IEEE and ACM NCET 2004, Karachi, Pakistan.
12/2004	<i>Auto IP Configuration in MANET</i> , Khan A, Ahmad M., Abubakar S., Saleem U. IEEE International Conference, Software Engineering and Applications (ICSEA) Foundation University, Islamabad, Pakistan.