



Ahmed Motaal

- Artificial Intelligence • Machine Learning
- Digital Transformation • Product Management
- Omnichannel Marketing • Cloud Communications

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ABOUT

ICT professional with extensive experience in artificial intelligence, machine learning, digital transformation, product management as well as omnichannel marketing. Proven track record of managing complex projects and launching digital products and services across North America, Europe, and the GCC region. Passionate about creating seamless customer experiences, generating sustainable value, optimizing business ROI through technology.

EXPERIENCE

DUBAI INTERNET CITY

MAR 2023 - PRESENT

Information & Communication Technology Consultant

- Developing and implementing generative AI solutions with custom agents, smart chatbots, and multi-modal LLMs.
- Utilizing big data, analytics, and machine learning to generate insights and optimize NLU/NLP capabilities.
- Upgrading IT and Telecommunication infrastructures for advanced AI solutions on public and private clouds.

UNIFONIC

APR 2020 - MAR 2023

Senior Product Excellence Manager

- Led product excellence and operations department supporting organization-wide product management initiatives.
- Managed technology stack for product strategy, planning, roadmapping, backlog, releases, sprints, and feedback.
- Supervised product operations, documentation, training, and support for product launches across all portfolios.

Senior Marketing Manager

- Created and directed integrated marketing communications strategy, process, budget, team, for GCC expansion.
- Managed brand, content, positioning, campaigns, demos, webinars, newsletters, videos, and press releases.
- Implemented marketing automation, CRM, and CMS infrastructure to boost conversions and maximize ROI.

FREELANCE

MAR 2019 - MAR 2020

Marketing & Automation Consultant

- Developed websites, chatbots, CRM, CMS, and mobile apps for digital marketing and field event management.

CEQUENS

MAR 2016 - FEB 2019

Senior Marketing & Communications Manager

- Managed integrated marketing communications strategy, brand positioning, content plan, digital assets, collateral.
- Directed global company events, sponsorships, CSR, PR, IR, process automation, and internal communications.
- Featured the company internationally at Mobile World Congress, CrunchBase Awards, and ITU Telecom world.

Senior Product & Innovation Manager

- Research & Development - Ideation - Planning - Prototyping - Validation - Roadmapping - Launch - Upgrades

Digital Marketing & Automation Manager

- Research - Strategy - Planning - Segmentation - Campaigns - CRM - CMS - Lead Generation - Qualification

Telecom Project Manager

- PMO - BSS/OSS - Drive Testing - Asset Management - Access Control - Compliance - Corporate Presence

Project Manager

- PMO - SDLC - IT Solutions - Telecom Infrastructures - Agile/SCRUM - PMP - ITIL - VoIP - SIP - PSTN

IT Project Coordinator

- Project Documentation - Work Packages - Reports - Risk Register - Issue Tracking - Knowledge Base

Telecom Specialist [T3]

- Windows Mobile - SIP - VoIP - PSTN - PBX - IVR - Security - Escalations - Migration - Logging & Tracking

IT Specialist

- School Management System - Security - Network - PBX - IVR - Database - Website - Maintenance - Support

EDUCATION



BA:
Information Technology and Business Administration
York University, Canada, 2007



Diploma:
Building High Performance Teams
Cornell University, USA, 2022

ASSOCIATIONS

- Alumni of Pragmatic Marketing Institute
- Certified Digital Marketing Manager
- Certified Project Manager from PMI
- Certified Service Manager from ITIL
- Member of American Marketing Association
- Member of Agile SCRUM Alliance

CERTIFICATIONS



LANGUAGES

ARABIC

NATIVE

ENGLISH

NATIVE

FRENCH

BEGINNER

SPANISH

BEGINNER