

ALA MUHTASEB

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SUMMARY

A technical advisor, a professional leader, and a solutions innovator, with over 20 years of experience in the IT industry. Has acquired a deep understanding of technical and business challenges, and opportunities in diverse verticals such as Telecommunications, Industrial, Airlines, Oil and Gas, Financial Services, and Public sector, with special focus and passion for the Media and Entertainment industry.

Works closely with customers, and leads cross-functional initiatives, to plan, design and implement, solutions that drive organizational and business value, employing suitable technology trends, including cloud computing, business process management, service-oriented and event driven architecture, GenAI, AI/ML, microservices architecture, industrial digital twins, and IoT solutions.

EXPERIENCE

Senior Solution Architect 11/2020 - Present
Amazon Web Services (AWS) Dubai, U.A.E.

- Responsible for being a C-level trusted advisor. Helping customers, plan, design, and execute their cloud based vision.
- Focusing on enterprise customers, specially big media & entertainment streaming platforms, such as, MBC (Shahid) , StarzPlay, OSN, Anghami, SkyNews, and WatchIt.
- Assisting customers adopting new cloud technologies and services in the fields of AI/GenAI, serverless computing, event driven architecture, hybrid cloud, security and networking.
- Optimizing cloud operations for customers, by driving adoption of architectural best practices for resiliency, scalability, reliability, cost efficiency and operational excellence

Senior Staff Solution Architect 09/2016 – 10/2020
General Electric (GE) Dubai, U.A.E.

- Responsible for leading a team of professionals in the inception of an AI/ML based P&L for IoT in the Aluminum industry. Including designing, costing, positioning, GTM planning and deploying innovative solutions. With advanced AI/ML models for Aluminum Smelters, targeting process optimization, asset failure prediction, and energy and raw material consumption reduction.
- Leading the expansion of GE's cloud based industrial Internet of Things (IIoT) platform (PREDIX), through the application of industrial Digital Twins, Asset Performance Management, and industrial process analytics. Aimed towards enabling the full digitization of industrial customers and bring them closer to the Industry 4.0 spectrum.

Senior Presales - MENA 11/2013 – 07/2016
TIBCO Software Inc. Dubai, U.A.E.

- Responsible for positioning, demonstrating, architecting, and presenting TIBCO Middleware and SOA Solutions to customers in Middle East and North Africa.
- Focusing on Integration Automation (SOA) and Business Process Management (BPM), and API Management, using AMX BusinessWorks, AMX BPM, TIBCO RV, TIBCO EMS, Tibco Spotfire, AMX Service Grid, TIBCO Hawk, Policy Director, and TIBCO Business Events.



PERSONAL INFORMATION

Nationality Jordanian Gender Male

Marital Status Married

SKILLS

Cloud Computing / AWS EC2 - RDS – Serverless - Lambda - Security - AI/ML - GenAI -Micro services- Analytics - Storage - EDA -Hybrid Cloud-AWS Outpost-CDN

AI/ML & GenAI / Amazon SageMaker - Amazon Bedrock - Amazon Bedrock Agents - LLMs & Multi Modal FMs - RAG - Prompt Engineering

Media Streaming Engineering / Elemental MediaPackage -Mediaconnect - MediaConvert – MediaLive-MediaTailor

Systems Integration and Middleware /Oracle SOA Suite - TIBCO - WebLogic

Business Process Management / ARIS - Oracle BPM Suite -TIBCO AMX BPM

Industrial IOT and Digital Twins / GE PREDIX

Analytics and BI / Spotfire - MDM – QuickSight – RedShift

Databases/ Oracle - DB2 - Postgres SQL - MySQL - SQL Server

Asset Performance Management/ Meridium

QA & Change Management / IBM Rational Suite

Principal Presales Technology Consultant Presales Manager 01/2008 – 11/2013

Oracle Systems Ltd.

Amman, Jordan

- Carrying out pre-sales tasks such as conducting POCs, Demos, designing solutions, responding to RFPs, enabling partners, presenting at marketing events, and conducting customer awareness sessions, for Oracle SOA Suite, Oracle BPM Suite and Oracle WebLogic Application server.
- Managing a presales team covering East Central Europe and Middle East and Africa, that was based in Jordan serving as a hub for the center of excellence. Dubbed as the SWAT presales team for Middleware and systems integration in the region.

Quality Assurance Specialist

04/2006 – 01/2008

Arab Bank Plc.

Amman, Jordan

- Responsible for developing and pushing adoption of a customized SDLC process for Arab Bank. Defining policies, procedures, KPI's, and automating QA processes using IBM Rational tools.
- Responsible for auditing and reporting on the quality adherence of the systems developed in house or out sourced for Arab Bank.

Software Engineering Consultant


04/2005 – 04/2006


Method Technologies


Amman, Jordan

- Adopted IBM RUP as a base for software development lifecycle best practices, automated through IBM Rational Tools (ClearQuest, ClearCase, Test Manager, RequisitePro, Rational Rose)
- Training software engineers and professionals, on building their SDLC processes, and utilizing the IBM Rational tools to implement and enforce them.

ACHIEVEMENTS

 Driving innovations, through delivering over 500+ workshops, demonstrations, proof of concepts, and pilots, in different areas of technologies. Such as Middleware, Cloud Computing, SDLC, AI/ML, Business Process Management, IIOT, GenAI. To big enterprise customers such as Bank Sohar, Bank Audi, ADCB, FAB, MBC, RTA, DEWA, STARZPLAY, Aramco, ADNOC, Emirates Airlines, Qatar Airways, Etisalat, DU, STC, and Mobily, among others.

 Recognized as the main resource for Media and Entertainment (M&E) industry with sub focus on GenAI. And a business and technical industry go to person in MENAT region. Developed and implemented a region wide growth plan for the M&E industry, tackling latest trends, mapping solutions and defining playbooks. While augmenting the partner network and their capabilities in the industry. Successfully leading multiple initiatives in the Media streaming domain, for customers in AWS such as MBC, Skynews Arabia, Anghami, OSN, STARZPLAY amongst others. Positively affecting millions of live and VoD viewers experience. Amongst many others.

 Serving as the principal architect of the industrial process analytics optimization unit in GE Digital. And holding the responsibility of inception and design of IIOT platforms to host digital twins and run industrial based analytics and AI models. Was able to establish a complete Aluminum Smelter P&L business. Taking care of designing, implementing, and deploying the first of its kind Smelter Digital Twin using cloud-based AI/ML models. That helped 3 different customers reduce their energy consumption and hence carbon footprint, resulting in substantial cost savings.

Languages

Arabic
Native

English
Fluent

Education

B.Sc, Computer Science
University of Jordan
10/2001 – 06/2005

TRAINING AND CERTIFICATION

AWS Certified Solutions Architect – Professional
Amazon Web Services (AWS)

AWS Certified Solutions Architect – Associate
Amazon Web Services (AWS)

AWS Certified AI Practitioner

AWS GenAI & AI/ML Ambassador
Amazon Web Services (AWS)

AWS Edge Computing (Outpost) Specialist Solution Architect
Amazon Web Services (AWS)

AWS Media Streaming Specialist Solution Architect
Amazon Web Services (AWS)

The Open Group Certified: TOGAF® 9 Certified
The Open Group

Certified Process Professional CPP Level 1,2,3
BP Group

IBM Certified Specialist Rational Test Management and Robot
IBM

Project Management Fundamentals
CEGOS UK Ltd.

High Impact Presentations
Dale Carnegie Training