

AHMED HASSAAN

Chief Technology Officer | Digital & AI

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EXECUTIVE PROFILE

Commercially minded Chief Technology Officer with 20+ years of experience in software engineering, data, and technology leadership across GS1 Egypt, Microsoft, Unifonic, and Orange Group. Transforming Group-level digital and AI strategies into enterprise platforms, process improvements, and commercially viable services. Combining deep pharmaceutical traceability expertise and international standards experience with massive-scale B2C customer experience platforms, perfectly positioning technology to drive omnichannel impact and personalized end user care models. Expert in governing technology budgets, managing cross-functional technical organizations and scaling AI to unlock operational efficiency and strategic value.

CORE EXPERTISE

- Leadership & Strategy: Technology & Digital Strategy, Enterprise Architecture & ERP, Technology Investment ROI & Budget Management, SaaS Profitability & Pricing.
- Data & AI: AI Commercialization & Use Cases, Omnichannel Customer Experience, Data Governance.
- Compliance & Risk: Pharma Compliance (CFR Part 11, GxP, GDPR, ISO 27001), Cybersecurity & Risk Management.

PROFESSIONAL EXPERIENCE

GS1 Egypt | Cairo, Egypt

Chief Technology Officer | Jul 2025 - Present

Key Achievements:

- Set the digital product roadmap across TraceSync®, a pharmaceutical serialization and traceability platform, ensuring strict compliance with international regulatory bodies, CFR Part 11, GxP, and global EPCIS standards for pharmaceutical serialization and traceability.
- Operationalized high-impact AI/ML use cases for product authentication and automated traceability, reducing supply chain data processing bottlenecks by 30%.
- Developed profitable SaaS pricing models and commercialization strategies, improving gross margins for agricultural (OneTrace® - a farm to customer E2E traceability and ERP system) and healthcare digital services by 80% using innovative virtualization, containerization and multitenancy patterns to lower hosting costs.

Operational Leadership:

- Report directly to the CEO; govern a 100M+ technology budget and lead a multidisciplinary team of 50+ across Product, Engineering, Design, Data, IT, and Application Support.
- Lead digital transformation across healthcare, agriculture and retail sectors, launching digital pharmaceutical entities registration for internationally standardized identifiers to streamline onboarding of supply chain participants.
- Oversee cloud infrastructure, enterprise IT, cybersecurity, and service resilience, partnering closely with government and industry to ensure ecosystem interoperability.

Microsoft | Egypt

Senior Engineering Manager | Mar 2024 - Jul 2025

Key Achievements:

- Led the delivery of scalable Azure cloud services (.NET, React) for the global Microsoft Advertising platform, driving capabilities and revenue generation for millions of international users.
- Strengthened platform reliability and performance by implementing advanced monitoring and alerting frameworks, significantly reducing critical production incidents.
- Introduced advanced customer insights to better drive marketing campaigns on Microsoft advertising platforms against competition, e.g. campaign's LIFT analysis to organic growth.

Operational Leadership:

- Managed cross-functional full-stack engineering squads, utilizing Azure Data Factory, Event Hubs, Blob Storage, and Cosmos DB for massive cloud data workloads.

Unifonic | Egypt

Software Engineering Manager / Country Hub Leader | Feb 2022 - Mar 2024

- Led Unifonic's Egypt engineering hub (teams of 30+), building cloud communications products across full-stack development, data engineering, and AI/ML.
- Operationalized Natural Language Processing (NLP) and AI capabilities, delivering omnichannel communication solutions highly scalable to customer-facing support and care models.
- Delivered Unifonic central data warehouse platform on a cloud-agnostic, vendor-agnostic platform; supporting data pipelines, real-time customer reporting, and advanced analytics for data driven decision making.
- Contributed to M&A technical due diligence, assessing engineering architecture and technology risk for potential acquisitions.
- Deputy GM for Egypt's office, standardizing workspace process, operations, and local engagements.

Orange Egypt | Cairo, Egypt

Senior Manager Data Lake and Analytics | Apr 2019 - Feb 2022

- Reported to the Digital Transformation VP/CDO; governed enterprise adoption of data lake and big data capabilities, managing multi-million-dollar vendor commitments.
- Led integration of the data warehouse and data lake into a hybrid platform supporting customer experience and population-scale value management.
- Owned data management, operations, governance, cybersecurity, and technology evaluation against strict enterprise risk frameworks.
- Planned data migration exercise across different vendors and risk mitigation strategies.

Orange Group / Orange France | Remote

Group Software Expert | Feb 2015 - Sep 2021 (concurrent)

- Advised the international Orange community on software architecture, information systems design, and cybersecurity and DevOps best practices.
- Defined shared technology standards and best practices through the Big Data Common Core working group, coordinating with cross-market technology leaders.
- Managed new technical initiatives across MENA region countries of Orange Group.

EARLIER PROFESSIONAL EXPERIENCE

Mobinil / Orange Egypt | Egypt

Advisor Software Engineering & Technical Lead | Jun 2010 - Apr 2019

- Led technical delivery of customer experience and commercial analytics platforms, including campaign management for 35M+ subscribers and location-based advertising.
- Built and operated big data capabilities supporting a customer experience platform that aggregated 10TB+ of network data daily, with BI reporting and operational alerts.
- Advised on platform acquisition and RFPs, and automated network quality-of-service workflows using Hadoop, Storm, Kafka and Redis.

Motorola Solutions

Software Engineering Consultant | Jun 2009 - Jun 2010

- Developed telecom reporting, alerting and business intelligence tools for network quality-of-service management.

Mobisoft Solutions | Part time

Software Developer | May 2009 - Jun 2010

- Delivered web applications including a Petronas® HRMS, and LMS systems.

Presidency of Egypt IT Center

Software Developer | Dec 2007 - Jun 2009

- Developed ERP applications using ASP.NET and Oracle, handling millions of records.

EXECUTIVE EDUCATION & CREDENTIALS

Mini-MBA in IT Management | Aug 2023

European Institute of Leadership & Management, Dublin, Ireland | Cred ID: 8570-169-124-6754

BSc in Computer Engineering | Ain Shams University (2007)

Leadership Training

Microsoft Situational Leadership SLII (2024); eCornell Leadership Development Track (2023); Orange Leadership Academy, including strategic thinking, change management and finance for non-finance managers.

TECHNOLOGY EXPERTISE

Cloud and engineering: Azure, AWS, Kubernetes, .NET/C#, Java, Python, React, Angular and REST APIs.

Data and analytics: Data architecture, data modeling, Hadoop, Spark, Kafka, Airflow, SQL, Power BI and Metabase.

Enterprise and traceability: ERP, Odoo, GS1 identification standards, EPCIS, serialization and supply-chain interoperability.

SPEAKING AND MENTORING

Speaker: AI Africa Week (2021), Cairo ICT (2020) and Eitesal.org AI Industry Challenges (2019).

Mentor: iCareer Advanced Analytics Summer Camp (2021).

Languages: Arabic (native) | English (fluent) | French (basic)