

Asad Ali Aslam

CTO · Senior Technology Consultant · Project & Programme Delivery. Eighteen years from Graphic Designer to full-stack engineer to group CTO, with every project linked to its case study.

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Dubai, UAE · Residency held

UAE Driving License

Full-time · Hybrid · Consultancy · Contract

Executive Summary

Technology leader with an 18-year arc that began at 16 in 2007 as a Graphic Designer and evolved deliberately through Web Development, Application Development, E-commerce, and Digital Growth, which gives me the rare ability to lead technical teams with genuine hands-on credibility.

As Head of Technology, Digital Growth, and Technical Project Manager I have led software houses and digital agencies, managing cross-functional teams, multi-project portfolios, and end-to-end deliveries across FinTech, E-commerce, Real Estate, Travel & Ticketing, and SaaS. My technical foundation spans UI/UX (Figma, XD, Photoshop, Illustrator), full-stack development (PHP, Laravel, MERN, Next.js, WordPress, Shopify), cloud and infrastructure (AWS, Cloudflare, Azure, Google Cloud, VPS server administration, CI/CD), and enterprise project management (JIRA, Asana, Monday, Zoho Suite).

What distinguishes me is the ability to bridge technical execution with business growth: Technical SEO, B2B lead generation, email marketing, and digital advertising sit alongside my engineering practice, so that what I build drives measurable commercial success.

Core Competencies

- ◆ Programme & Project Delivery
- ◆ Cross-functional Team Leadership
- ◆ D2C & E-commerce Strategy
- ◆ Web & Mobile Development
- ◆ Custom Software & SaaS Delivery
- ◆ Multi-tenant SaaS Architecture
- ◆ Solution Architecture Review
- ◆ Vendor & Stakeholder Management
- ◆ Sprint Planning & Release Governance
- ◆ Requirements & Effort Estimation
- ◆ Risk, Issue & Dependency Tracking
- ◆ Executive & Client Reporting
- ◆ Technical SEO & Digital Growth
- ◆ UI/UX & Conversion Design
- ◆ CRM · ERP · POS Integration
- ◆ DevOps · CI/CD · Infrastructure as Code
- ◆ Cloud Infrastructure Administration (AWS, Cloudflare, GCP, Azure)
- ◆ VPS Provisioning & Server Administration (Linux, Hostinger, WHM/cPanel)
- ◆ Networking Fundamentals (DNS, SSL/TLS, Reverse Proxy, Load Balancing, VPC/Security Groups)
- ◆ Git / Version Control & Code Review Governance
- ◆ Team Building & Mentorship

Professional Experience

CTO & Senior Technical Consultant, Group of Ventures

NOMAD Events LLC · Gentoo Tickets · Nomad Universe · Contract, Dubai · Hybrid · Apr 2026 – Present

Sole technology owner across a group of three affiliated UAE ventures: sports-tourism, ticket distribution, and multi-tenant travel commerce. Accountable for the full technology surface: internal IT infrastructure, the shared commerce platform, third-party ecosystem, agency governance, and executive-level architecture decisions across all three entities. [Full case study · asadaliawan.com/work/nomad-universe-gentoo-tickets](https://asadaliawan.com/work/nomad-universe-gentoo-tickets).

- ◆ **Executive technology ownership.** Sole authority on stack choices, architecture roadmap, buy-vs-build calls, vendor selection, and multi-year platform direction across the group. Author of the group's Hybrid Cloud Strategy (frontend + storage off AWS) and internal platform ownership model.

- ◆ **Internal IT & identity administration.** Global admin for Google Workspace across every group company, Microsoft 365 Business tenant admin, AWS root/organization admin, and identity governance owner (SSO, MFA/2FA rollout across Microsoft, Google, and Dropbox, per-employee provisioning, HR/Payroll access grants). Own the Nomad-Arabia corporate IT stack end to end: M365 provisioning, Teams ↔ Google Workspace calendar sync, DNS on the internal hosted zone.
- ◆ **Cloud & infrastructure ownership.** AWS admin (ECS Fargate, RDS, Secrets Manager, IAM, S3, SES, Route 53, VPC networking, ALB/target groups, security groups), Cloudflare admin (DNS, R2, Pages, Workers, Access/Zero Trust, API token scoping, zone configuration), and Hostinger VPS owner. Ran the group's AWS → Cloudflare migration end to end (nameserver cutover with zero downtime, S3 → R2 storage migration, progressive frontend handoff to Cloudflare Pages/Workers). Led a full staging/production isolation project that split a shared RDS instance and S3 bucket into fully separated environments using disposable Fargate migration tasks and temporary least-privilege IAM, with zero production downtime.
- ◆ **Platform architecture & delivery.** Architected and rolled out a multi-tenant Next.js 16 storefront platform (tenant-scoped basePath routing, custom image loader, next-intl v4 locale-aware i18n) plus a Go/GraphQL backend, and delivered the RWC 2027 official partnership site with Kuoni Tumlare as an origin-served, edge-proxied production launch on campaign.kuonitumlare.com/rwc2027. Designed the AWS Secrets Manager-backed per-tenant SMTP routing pattern (SigV4-derived SES credentials, tenant-scoped sender identity) that powers all transactional email across the group.
- ◆ **Internal platform ownership.** Architected and shipped NomadSuite Business Suite ([case study · asadaliawan.com/work/nomadsuite-business-suite](https://asadaliawan.com/work/nomadsuite-business-suite)), an internal multi-tenant SaaS covering HR / Leave (Wall Chart, entitlements, approvals, calendar sync), Inventory & WMS (Sortly-successor, live folder tree, workflows, reports), and BPS, an AI-assisted event-proposal design tool (Claude-generated stage/décor design concepts and render prompts for RFP responses); Report Subscriptions and Stripe-based billing designed (plan/cancellation UX, report-subscription mockups) as the platform's next build phase. Used across every operating company in the group.
- ◆ **Third-party ecosystem & integrations.** Own the full third-party surface: Google Tag Manager, GA4 (5 e-commerce events + purchase via Shopify Custom Pixel), Google Ads conversion tracking, Meta Pixel, Microsoft Clarity, Sentry, Zendesk chat, CookieHub consent, Stripe, Shopify (Storefront + Admin), PrioTicket, Xero, Freepik, Vercel. Configure and secure each integration, own the token/credential lifecycle, and set the consent-and-privacy posture end to end (privacy policy alignment, Zendesk widget key removal, Sentry PII filter, CSP/SRI headers).
- ◆ **Programme & agency governance.** Set the Notion PRD → Jira execution workflow governing TMA (external development agency) collaboration: spec authorship in Notion, "Ready for Jira" handoff gate, code review on GitHub with CODEOWNERS enforcement, and the Gentoo hot-fix path on staging for tight iteration. Own admin of Jira, Confluence, and Notion across the group; sole approver of TMA scope, sprint contents, and architectural change requests.
- ◆ **Compliance, risk & security.** Delivered EAA/WCAG 2.1 AA compliance assessment to KT IT, ran two rounds of the Gentoo Tickets security audit (80+ tickets: webhook replay protection, secrets rotation, admin-domain validation, GraphQL introspection lockdown, CSP, SRI, structured audit logging), authored the Mubadala Schedule 4 data-security compliance plan, authored and executed a TMA data-protection remediation plan (least-privilege IAM scoping, CloudTrail + S3 access-event logging, bulk-export closure), and own the UAE data-residency posture across tooling (AWS UAE + M365 UAE for regulated workloads).
- ◆ **Executive stakeholder & delivery discipline.** Direct interface to founders (Mandy, Jeanette), KT partner leadership (Tuan, Tomas, Minh, Vy), and the TMA agency. Instituted GitHub Actions delivery discipline (concurrency groups with cancel-in-progress, PR gating), production release cadence, and the Work Planner ↔ Notion ↔ Jira single source of truth for cross-functional visibility.

Platform & Stack: Next.js 16 · Go (GraphQL) · Node.js · PostgreSQL · AWS ECS Fargate · AWS RDS · AWS Secrets Manager · AWS SES · AWS IAM · AWS VPC/ALB · Cloudflare (DNS, R2, Pages, Workers, Access/Zero Trust) · Vercel · Hostinger VPS · GitHub Actions · Docker

Admin Surface: Google Workspace Super Admin · Microsoft 365 Business Admin · AWS Organizations Admin · Cloudflare Admin · Jira / Confluence Admin · Notion Admin · GitHub Org Admin · Microsoft Clarity · Vercel

Analytics & Integrations: Google Tag Manager · GA4 · Google Ads · Meta Pixel · Microsoft Clarity · Sentry · Zendesk · CookieHub · Stripe · Shopify (Storefront + Admin) · PrioTicket · Xero · Freepik

Delivery & Governance: Notion PRD workflow · Jira execution · Confluence · CODEOWNERS-gated review · TMA agency programme management · Architecture Decision Records

CTO & Senior Technical Consultant, Advisor & Implementation Expert

Confidential UAE Clients · Full-time · Hybrid, Dubai · May 2023 – Present

Project-based digital consultancy and technical development services to UAE SMEs and mid-sized organisations, with end-to-end delivery of web, SaaS, and e-commerce solutions.

- Managed end-to-end project delivery for web, SaaS, and e-commerce platforms.
- Led distributed cross-functional teams: developers, designers, QA engineers.
- Conducted solution architecture reviews, technical audits, and delivery planning.
- Delivered CRM, ERP, POS, API, and automation integrations for SME clients.
- Primary client-facing project manager and technical lead through project lifecycles.
- Designed a multi-portal, multi-tenant B2B commerce/marketplace platform ([case study](#) · [asadaliawan.com/work/aedah-ticketing-platform](#)): Admin, Tenant, Merchant, Affiliate, and Partner portals modelling a full merchant-of-record marketplace: markup-based settlement, 20+ sales-channel integrations, and tiered storefront pricing.
- Delivered a UAE government-services booking portal for Amer Center Dubai ([case study](#) · [asadaliawan.com/work/amer-center-dubai](#)) and a lifestyle/hospitality concierge platform ([case study](#) · [asadaliawan.com/work/concierge-platform](#)).

Delivery Practices: Delivery Governance · Execution Control · Resource Allocation · Capacity Planning · Risk Management · Issue & Dependency Tracking · Client Escalation Management · Change & Scope Management · Effort Estimation · Business-Technology Alignment

Tools: Jira · Trello · Monday.com · Confluence · Slack · GitHub · CI/CD Pipelines · RESTful API Documentation · Cloud Cost Optimisation

CTO, DevOps & Full Stack Engineering

Nokhba Ai · Freelance · UAE · Remote · Aug 2024 – Jan 2026

CTO for [Nokhba.ai](#) · [asadaliawan.com/work/nokhba-ai](#), an AI-powered recruitment platform for the GCC & MENA region: led the technical build from architecture through to production DevOps, including VPS deployment and server administration. Full ownership of stack decisions, hiring, and delivery cadence.

COO, Technology Operations and Management

Versatile Synergy · Contract, Dubai · On-site · Apr 2022 – Apr 2023

Managed a diverse portfolio of technology, e-commerce, Web3, and digital-marketing projects for UAE-based clients, ensuring on-time delivery, operational efficiency, and alignment with business goals.

- Spearheaded end-to-end development of a large-scale web-based investment-management platform for a UAE corporate family office (200+ businesses).
- Led client and vendor management, project planning, budgeting, and execution across multiple technology verticals.
- Delivered WordPress websites, custom booking systems, and Shopify e-commerce platforms for UAE clients.
- Executed Zoho ecosystem integrations (Books, Projects, Inventory) to improve operational workflows.
- Oversaw digital marketing support: landing pages, UI/UX enhancements, campaign-focused improvements.

Tools: Next.js · Node.js · Firebase · Zoho Books/Projects/Inventory · Shopify · WordPress · Meta Ads · Google Workspace

CTO · DevOps & Full Stack · E-commerce & Digital Leader

Netrosol · Full-time, Lahore · On-site · Feb 2017 – Mar 2022 (5 yrs 2 mos)

Led cross-functional teams across development, design, QA, digital marketing, and project management, delivering a wide variety of web applications, SaaS platforms, e-commerce systems, enterprise solutions, and mobile apps for global clients.

- Managed multi-department software teams; coordinated end-to-end SDLC, project planning, client communication, and delivery management.
- Delivered solutions using PHP/Laravel, Node.js, React, MERN stack, mobile technologies, cloud environments, and VPS/shared-hosting deployments (Linux server administration, WHM/cPanel, DNS/domain management).
- Oversaw client, vendor, and stakeholder management: requirements gathering, demos, documentation, release coordination.
- Operated across retail, e-commerce, real estate, technology services, fashion, logistics, healthcare, and digital agencies.
- Provided supporting contributions to Web3 / FinTech client initiatives: smart contracts, wallet connectivity, token modules.

Tools: MERN Stack · React · Node.js · Laravel · AWS · Google Cloud · Jira · Bitrix · Git · Deployment Pipelines · Linux Server Environments · WHM/cPanel

Head of E-commerce, Development, Social Media & Digital Marketing

Adan's Libas · Contract, Lahore · On-site · Dec 2015 – Jan 2017

Led the e-commerce and digital marketing operations for a fashion and apparel brand (online store, inventory, POS, team management, and brand strategy), driving sales, engagement, and operational efficiency.

- Managed e-commerce store development, management, and optimisation.
- Supervised inventory and stock management teams; oversaw POS across retail + online.
- Directed cross-functional teams: e-commerce, UI/UX design, inventory, digital marketing.
- Executed social, digital, SEO, and SMO strategies; built influencer and blogger networks.
- Led brand management for consistent messaging across channels.

Tools: Shopify · POS Systems · Meta Ads · Google Analytics · SEO Toolchain

Senior Web Developer, Social & Marketing Manager

Development Logix · Full-time, Lahore · On-site · Feb 2014 – Nov 2015

Led digital marketing and web strategy for UAE and European client projects (hospitality, moving & packing, maid services, handyman, construction & building, business consultancy), with a focus on UI/UX design, website development, content strategy, and social media marketing. Managed shared-hosting/VPS deployments and domain/DNS configuration for client sites.

Senior E-commerce Developer & Social Media Manager · POS · Inventory

Motifz · Full-time, Lahore · Jun 2013 – Feb 2014

Led e-commerce and digital marketing operations (online store management, inventory & POS systems, UI/UX design, social media campaigns, brand strategy) to drive sales and improve operational efficiency.

BPO Researcher, CSR & Client Relations

Systems Limited · Full-time, Lahore · On-site · Apr 2010 – Dec 2012 (2 yrs 9 mos)

On-call customer support with 90% satisfaction rate; in-depth market research to identify new business opportunities.

Full product & platform portfolio with 24 linked case studies: asadaliawan.com/work

Certifications

CERTIFICATION	DATE
IBM Full-Stack JavaScript Developer Specialisation	Mar 2025
Google Project Management Professional Certificate	Feb 2025
SEO Foundations · LinkedIn Learning	Feb 2021
Google Analytics Essential Training · LinkedIn	Jan 2021
Online Marketing Foundations · LinkedIn	Jan 2021
Diploma in Information Technology · Dyal Singh College	Apr 2008
Diploma in Graphic Designing · Digital Computronix	Jun 2006

Education

QUALIFICATION	INSTITUTION	DATES
Bachelor of Science	University of the Punjab	Aug 2016 – Aug 2018

QUALIFICATION	INSTITUTION	DATES
Higher Secondary School Certificate, Arts	BISE Lahore	Apr 2009 – May 2010
Secondary School Certificate, Computer Science	BISE Lahore	Apr 2005 – May 2007

Availability & Engagement

Open to: Full-time · Hybrid · Consultancy · Contract

Driving License: UAE, valid

Trial day / working session: Happy to run a paid trial day or scoped exploration to demonstrate delivery style before signing on.

Case studies & portfolios: Full case studies with source references and proof of work available at asadaliawan.com/work, covering D2C, e-commerce, SaaS, custom platform, procurement, recruitment, and ticketing. Live production references from Nomad Universe / Gentoo Tickets / KT partnership can be walked through in a technical interview.