

CAREER PROFILE

Over 20 years of success in architecting and selling professional services in a solution-led organisation, working as an enterprise architect and trusted advisor with a variety of clients across EMEA to understand their business challenges and solve them through technology based solutions.

A leader with a focus on building trust that has collaborated at the CxO level with a variety of enterprise verticals including Financial, Telco, Oil & Gas, Government and Manufacturing.

A central point of excellence, developing high performance teams and owning large programs of work. Mentoring team members and colleagues has become a true passion of mine.

EXPERIENCES

Enterprise Architect 2020 - Present
Dell Technologies, Dubai

This role is tasked with leading large and complex transformation programs for Dell's enterprise customers across EMEA. As an enterprise architect I am responsible for the technical strategy, governance and stakeholder communications for digital transformation initiatives as well as managing teams of solution architects.

- Requirements analysis and success criteria analysis across different customer business functions
- Strategy development and development of transformation initiatives to meet organisation requirements
- Implementation of program governance to ensure success
- Leading teams of technical architects in the implementation of customer strategy
- Technical ownership of complex solutions encompassing Dell, customer and partner solutions
- Management of organisational change – people, process & technology optimisation
- Mentoring and development of Dell solution architects
- Portfolio owner / thought leader for 2 domains:
 - Resiliency & Data Protection
 - Public / Private / Hybrid Cloud

Solution Lead for the Datacenter Practice 2016 - 2020
Dell EMC, Dubai

This heavily customer facing role is the conduit between the sales and delivery teams with a responsibility to ensure the best solution is proposed to our customers and its corresponding delivery is of the highest quality.

- Working with sales and marketing teams to build a portfolio of consulting products to best meet customer demands
- Developing and supporting a partner network to enhance Dell's delivery capability
- Lead architect on large, complex projects tasked with ensuring the highest quality delivery for our strategic customers
- Introduce customers to new product offerings evangelise the benefits of cloud and big data for their needs
- Own customer solution proposals end-to-end for the most strategic customers. Taking concepts discussed with CxO executives, through a solution design phase and into a successful sales cycle
- Work with the delivery teams to carry out project quality assurance reviews to ensure the highest standard of delivery is met
- Trusted advisor to customer CIO ensuring their needs are being met by the project delivery teams
- Leading the EMEA Datacenter community and providing a bridge to the global portfolio team to ensure that best practice is constantly being met across sales and delivery

Advisory Solutions Principle 2011 - 2016
EMC Consulting, Dubai

The primary goal for this position was to sell the value proposition of the vast EMC Consulting services portfolio and solve business challenges for clients such as revenue growth, cost reduction, market analysis and product development. This role focussed on sales and customer engagement.

- Promoted to manage a team of 8 solutions principles, covering Turkey, Middle East, Africa, Eastern Europe and Russia
 - Extensive people development to ensure my team was able to respond and adapt to a quickly changing portfolio of offerings
 - Interviewing and hiring
 - Managing local and international partners in the sales cycle to cover scope and pricing constraints
- Targeted with generating 8-figure bookings for EMC Consulting
- Over-achieved bookings growth of more than 60% year on year to date
- Collaboration with account teams, regional VP and directors to exceed bookings targets
- Fostering of collaborative relationships with our consulting teams in EMEA and the US for knowledge-sharing and service catalogue development
- Architected solutions in the following areas:
 - Smart Cities Platform
 - SAP re-platforming and outsourcing
 - Oracle re-platforming and database strategy
 - Data centre consolidation
 - Public cloud products for two of EMC Middle East's biggest service providers, enabling them to be the first to market

Program Manager 2008 - 2011
EMC Consulting, London

Transferred to EMC Consulting to lead critical, large-scale infrastructure projects; relocated to the Middle East as a founding member of the consulting team with the task of building the department from a niche player to a regional leader.

- Led complex projects valued over \$3 million involving multi-disciplined, multi-vendor teams
- Worked with CxO level clients on strategic transformations of their organisations
- Increased the regional project margins and was frequently requested to turn around challenging projects

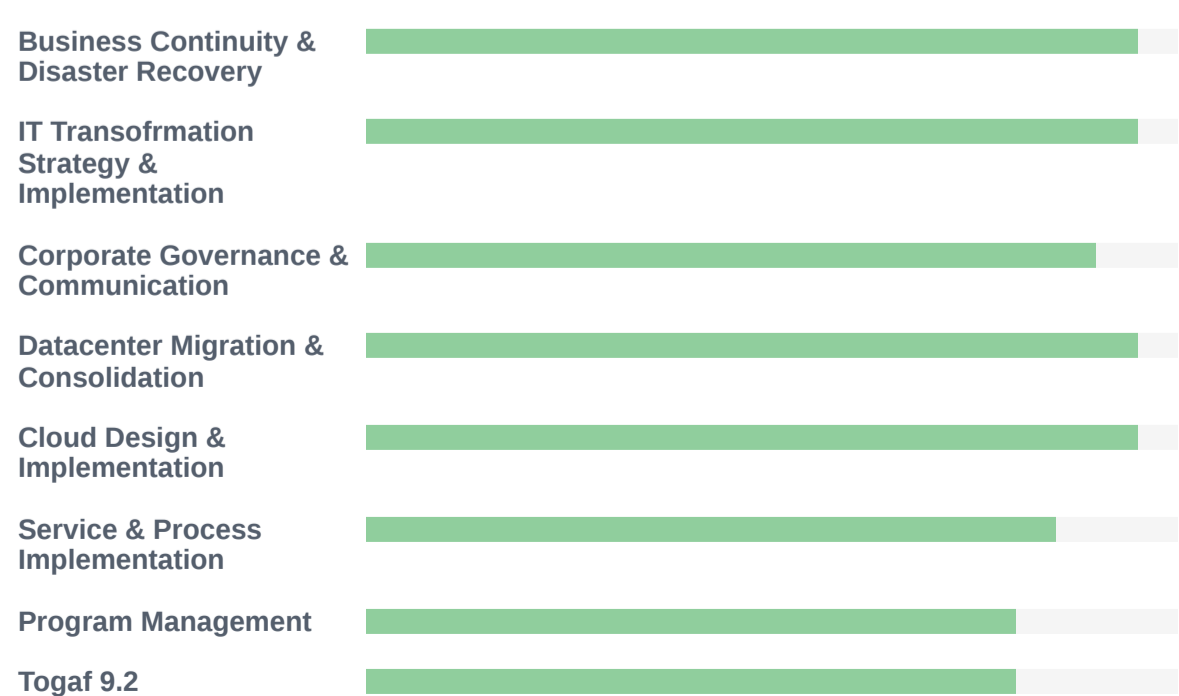
Senior Consultant 2005 - 2008
Accenture, London

A client-facing consultant working on enterprise scale transformations

Software Engineer 2002 - 2005
IBM, Hursley (UK)

Played a pivotal role in the Reliability Accessibility and Serviceability (RAS) department on SAN Volume Controller solutions

SKILLS & PROFICIENCY



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EDUCATION

MPhil Information Management Methodologies
University of Manchester
2001 - 2002

BSc in Software Engineering
University of Manchester
1998 - 2001

LANGUAGES

English (Native)

Arabic (Professional)

French (Basic)

INTERESTS

Boxing

Drumming

IoT Development