



Syed Aun Haider

AVP – Enterprise Architecture | Business & Digital Transformation Leader | AI Enablement | Technology Strategy

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Enterprise Architecture and Digital Transformation leader with 16+ years of experience driving business transformation, technology modernization, and enterprise governance across North America, Europe, Middle East, and APAC. Currently serving as AVP – Enterprise Architecture, leading Enterprise Architecture practices, LeanIX transformation initiatives, business capability architecture, application portfolio management, and strategic technology roadmaps. Trusted advisor to executive stakeholders with proven success establishing Enterprise Architecture operating models, governance frameworks, Architecture Review Boards (ARB), and transformation programs for global organizations including Tapestry (Coach, Kate Spade, Stuart Weitzman), PCFC Dubai, DAO Denmark, Mediahuis, and Teleena.

EXECUTIVE HIGHLIGHTS

- 16+ Years of Technology & Architecture Leadership
- Global Delivery Experience across **NA, EMEA, APAC & ANZ**
- 20+ Enterprise Clients Served
- 50+ Transformation & Modernization Initiatives Delivered
- 5+ Enterprise Architecture Practices Established
- 1200+ Enterprise Applications Governed
- 600+ APQC Business Capabilities Mapped & Rationalized
- 10+ Professional Certifications
- Trusted Advisor to **C-Level & Executive** Stakeholders

SKILLS

Enterprise Architecture	LeanIX, TOGAF, Architecture Governance, Architecture Review Boards (ARB), Enterprise Standards & Principles
Business Architecture	Business Capability Mapping, Value Stream Architecture, Operating Model Design, Business & IT Alignment
Digital Transformation	Enterprise Modernization, Transformation Roadmaps, AI Enablement, Change Enablement
Portfolio Management	Application Portfolio Management (APM), Technology Portfolio Management (TPM), Technology Rationalization
Technology Strategy	Cloud Strategy, Azure, AWS, Integration Architecture, Data Architecture
Leadership & Governance	Executive Stakeholder Management, Strategic Planning, Cross-Functional Leadership, Decision Governance

EXPERIENCE

Systems Limited

September 2024 – Present | UAE / Global Delivery

AVP – Enterprise Architecture

Key Responsibilities & Achievements

- Lead Enterprise Architecture, governance, and digital transformation initiatives for global enterprise clients.
- Established Enterprise Architecture operating models, governance frameworks, and Architecture Review Board (ARB) processes.
- Led LeanIX transformation initiatives, improving portfolio transparency and architecture governance.
- Defined business capability architecture, value streams, and target-state roadmaps aligned with strategic objectives.
- Govern enterprise portfolios comprising 150+ applications and technology platforms.
- Partner with executive stakeholders on technology strategy, modernization, and investment decisions.
- Drive architecture standards, principles, and governance controls across business and technology domains.

Featured Engagement – Tapestry (USA)

Coach , Kate Spade

- Led LeanIX-based Enterprise Architecture transformation and governance initiatives.
- Developed business capability architecture and value stream models for global retail operations.
- Enabled portfolio rationalization, architecture transparency, and strategic decision-making.
- Supported Enterprise Architecture CoE, governance processes, and transformation programs across NA, EMEA, APAC, and ANZ.

Embrace IT Denmark

6 years 6 months

Enterprise Architect - Denmark & Netherlands (DAO, BK, Mediahuis, Teleena)

April 2020 - September 2024

- Defined and governed enterprise cloud strategies, leading Azure and AWS modernization initiatives that reduced infrastructure costs by 25% while improving scalability, resilience, and operational efficiency.
- Established Enterprise Architecture governance frameworks, business capability models, and technology roadmaps to align strategic objectives with technology investments.
- Led the adoption of cloud-native and microservices architectures, improving platform reliability, security, and availability to 99.9%.
- Optimized application and technology portfolios through rationalization, automation, and modernization initiatives, delivering 30% operational efficiency improvements.
- Evaluated and introduced emerging technologies and architecture patterns, accelerating innovation, business agility, and time-to-market.

Enterprise Solution Architect

April 2018 - April 2020

- Architected and delivered cloud-native telecom platforms on Microsoft Azure, enabling scalable provisioning, customer onboarding, and digital service delivery.
- Designed telecom business capabilities and core operational processes, including SIM provisioning and subscriber lifecycle management.
- Led solution architecture and agile delivery teams, ensuring alignment between business objectives, architecture standards, and delivery outcomes.
- Defined and governed API-led, event-driven, and microservices architectures to improve integration, scalability, and platform performance.
- Enhanced operational efficiency, reliability, and processing throughput through architecture modernization and automation initiatives.

Evento Solutions LLC, Dubai

February 2017 - April 2018

Senior Technical Lead .Net

- Led the design and delivery of enterprise regulatory platforms supporting compliance, governance, and operational oversight within the UAE insurance sector.
- Architected secure, scalable solutions and integrations aligned with regulatory standards and business objectives.
- Managed technical delivery, stakeholder engagement, and solution quality across the software development lifecycle.

HiQu Systems, Islamabad

June 2016 - January 2017

Senior Software Engineer

- Supported the development and enhancement of enterprise media platforms, ensuring scalability, reliability, and high system availability.
- Delivered new digital media capabilities and integrated advertising technologies to improve campaign management and business insights.
- Optimized application performance, data management, and user experience through continuous platform improvements and agile delivery practices.

DPL, Islamabad

August 2015 - June 2016

Senior Software Engineer

- Developed and enhanced digital marketing platforms supporting consumer engagement, campaign management, and dealer collaboration.
- Integrated major advertising ecosystems, enabling campaign visibility, performance tracking, and data-driven marketing decisions.
- Collaborated with cross-functional teams to improve platform reliability, deployment efficiency, and overall user experience.

Axact, Islamabad

January 2015 - August 2015

Associate Software Architect

- Built a web-based email management system with campaign tracking and analytics dashboards.
- Designed scalable infrastructure with multi-server load balancing and optimized databases for real-time reporting.
- Developed interactive dashboards and UIs with ASP.NET MVC4, Knockout.js, and HighCharts.

Digital Processing Systems

August 2012 - January 2015

BI Specialist

- Developed BI web applications with dynamic dashboards and real-time reporting.
- Designed and deployed ETL processes to ensure high-quality, trusted business data.
- Delivered analytical reports and visualizations to support decision-making and operational visibility.
- Optimized database performance and connectivity across the BI lifecycle.

Islamabad Police IT Department, Islamabad

August 2010 - May 2012

Software Engineer

- Analyzed and documented the overall code structure of the Employee Management System, enabling efficient maintenance and knowledge transfer.
- Developed an automated backup module to enhance system reliability, ensure data integrity, and reduce manual backup effort.
- Streamlined backup processes to support regular, secure data preservation and faster recovery in case of system failure.

EDUCATION

FAST NUCES ISB

August 2008 - May 2012

BS(CS), Computer Science

CERTIFICATIONS

TOGAF® Enterprise Architecture Practitioner	The Open Group	Show Credential
TOGAF® Enterprise Architecture Foundation	The Open Group	Show Credential
Microsoft Certified: DevOps Engineer Expert	Microsoft	Show Credential
Microsoft Certified: Azure Developer Associate	Microsoft	Show Credential
Microsoft Certified: Azure Solution Architect	Microsoft	Show Credential
Professional Scrum Master (PSM 1)	Scrum.org	Show Credential
Six Sigma Green Belt (CSSGB)	International Six Sigma Institute™	Show Credential
Executive Leadership Program	LUMS	
Artificial Intelligence Fundamentals	IBM	Show Credential

LANGUAGES

English (Professional working proficiency)

ENTERPRISE ARCHITECTURE SPECIALIZATIONS

Enterprise Architecture • Business Architecture • LeanIX • TOGAF • Architecture Governance • Business Capability Mapping • Value Stream Architecture • Application Portfolio Management • Technology Portfolio Management • Digital Transformation • Technology Strategy • Cloud Modernization • AI Enablement • Enterprise Operating Models • Software AG Alfabet • Orbus Infinity • APQC