Syed Aun Haider

Enterprise Architect @ Systems Limited EMEA & NA | Microsoft Azure, Microservices | Certified in (TOGAF , Azure , Scrum , Leadership , Digital Transformation, Artificial Intelligence)

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*Proven technology leader with **15+ years** of global experience establishing Enterprise Architecture practices, driving IT modernization, and shaping cloud strategies across diverse industries in the **USA, Europe, and Middle East**. Expert in aligning business strategy with scalable, secure, and cost-efficient solutions spanning Azure, AWS, Microservices, and Power Platform.*

Key Outcomes:

- *Delivered multimillion-dollar ROI through enterprise-wide digital transformation.*
- *Improved system availability from 88% to 99.95% with cloud-native reengineering and DevOps automation.*
- *Accelerated delivery by 40% using agile practices and low-code platforms.*
- *Led transformation programs for PCFC Dubai, DAO, BK Denmark, Teleena, and Mediahuis Netherlands.*

Credentials: *TOGAF® Certified, Microsoft Azure Solutions Architect & DevOps Expert, Professional Scrum Master (PSM I), Six Sigma Green Belt, Executive Leadership Program (LUMS).*

SKILLS

EA Frameworks & Strategy	TOGAF, Zachman, Business & Capability Mapping, Strategy Roadmaps, Target Architecture, Digital Transformation, IT Modernization
Governance & Compliance	EA Review Boards (EARB), Architecture Governance Frameworks, Risk & Compliance Management, Change & Contract Management, IT Governance Standards
Cloud & Platforms (EA View)	Cloud Strategy & Adoption (Azure, AWS), SaaS/PaaS/IaaS Portfolio Rationalization, Power Platform for Business Agility, SharePoint & Low-code Governance
Architecture Patterns	Microservices & API-led Architectures, Event-Driven & Domain-Driven Design, Cloud-Native Design Principles, Enterprise Security & DevSecOps Practices
Integration Architecture	Enterprise Integration Patterns, API Management, Event Hubs & Service Bus, Messaging Queues, Enterprise Data Fabric
Data & Insights	Data Architecture & Governance, Metadata & Lineage, AI-driven Insights for EA
EA Tools & Modeling	SAP LeanIX, Orbus Infinity, Software AG Alfabet, ArchiMate, BizDesign, Visual Paradigm, Visio
Emerging Tech for EA	Generative AI for Architecture Analysis, ChatGPT Models, Cursor AI, Azure OpenAI

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
IBM Big Data Level 1	IBM	Show Credential

EDUCATION

FAST NUCES ISB
August 2008 - May 2012

BS(CS), Computer Science

EXPERIENCE

Systems Limited, EMEA & NA
September 2024 - Present

Enterprise Architect | Digital Transformation Specialist | Enterprise Governance

Enterprise Architect – USA-Based Global Fashion Retailer

Currently supporting a billion-dollar U.S. fashion retailer across 5 global regions:
Built the EA operating model from scratch, aligning business strategy with IT execution
Led discovery for 1,200+ applications and technologies to identify quick wins and ROI opportunities
Defined governance frameworks, strategy maps, and transformation roadmaps
Enabled smarter investment decisions through architecture-led insights

Previous Role: Enterprise Architect – PCFC Dubai

Established the EA function and governed 150+ enterprise applications
Delivered multimillion-dirham cost savings via digital transformation and IT optimization
Improved system availability by 10% and customer satisfaction to 95%
Championed cloud, microservices, and modernization across government entities

Embrace IT Denmark / Synergy-IT Pakistan
6 years 6 months

Enterprise Architect - Denmark & Netherlands (DAO, BK, Mediahuis, Teleena)
April 2020 - September 2024

Designed enterprise-wide cloud strategies and governed large-scale Azure/AWS migrations, reducing costs by 25% and enabling scalable, resilient platforms.
Established EA governance frameworks and aligned business capabilities with technology roadmaps, ensuring agility and compliance.
Optimized cloud-native and microservices architectures for secure, high-availability environments (99.9% uptime).
Enabled 30% operational efficiency gains by rationalizing IT portfolios and automating processes through Power Platform.
Drove innovation and faster time-to-market by integrating emerging cloud and EA technologies.

Solution Architect
*April 2018 - April 2022*

Architected and delivered cloud-native telecom solutions on Azure (Service Fabric, Functions, Cosmos DB, Messaging), enabling scalable provisioning and customer management.
Designed core telecom workflows (SIM provisioning, MSISDN/ICCID/IMSI lifecycle) aligned to business capability needs.
Guided agile delivery teams with Scrum practices, ensuring alignment between solution architecture and business priorities.
Defined and governed API-led and microservices architectures, improving performance, integration, and scalability across systems.
Enhanced platform efficiency and reliability, accelerating data processing and ensuring seamless digital service delivery.

Evento Solutions LLC, Dubai
February 2017 - April 2018

Senior Technical Lead .Net

Led development of web-based regulatory platforms enabling real-time compliance tracking and monitoring of insurance companies.
Ensured full adherence to TRA standards for usability, accessibility, and security, embedding compliance into solution design.
Architected and delivered secure, scalable services (ASP.NET MVC, Web API, SQL Server) supporting regulatory workflows.
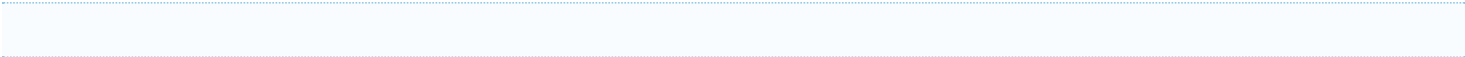
Directed integration of digital signature and identity validation solutions (Wacom) for secure user authentication.

Oversaw UI/UX development (Angular, Bootstrap) to ensure responsive, user-friendly interfaces aligned with stakeholder needs.

Drove code quality, performance optimization, and secure data handling across the development lifecycle.

HiQu Systems, Islamabad
June 2016 - January 2017

Senior Software Engineer

Supported and enhanced a web-based media platform, ensuring high system availability, scalability, and reliable performance.

Designed and delivered new product features to meet evolving business and user needs in digital media services.

Integrated third-party advertising and campaign tools (DCM, Google AdWords) to enable advanced marketing and tracking capabilities.

Improved database efficiency through query optimization, stored procedures, and schema enhancements (SQL Server).

Collaborated in agile, version-controlled environments (TFS) to streamline delivery and maintain code quality.

Contributed to responsive, user-friendly UIs leveraging ASP.NET MVC, WebForms, Bootstrap, and Angular.js.

DPL, Islamabad
August 2015 - June 2016

Senior Software Engineer

Developed and maintained a web application for consumer purchase requests and marketing resources, serving car dealers and manufacturers.

Integrated advertising APIs (Google AdWords, Yahoo Gemini, Bing Ads) into the platform to enable campaign management and ROI tracking.

Monitored traffic and usage analytics, supporting data-driven decisions for marketing optimization.

Provided technical leadership within the team, resolving complex engineering challenges and ensuring solution quality.

Partnered with the SCM team to streamline deployments and enhance the CI/CD pipeline.

Delivered responsive, interactive UIs using ASP.NET MVC5 and Kendo UI for an improved 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.

Led end-to-end SDLC, delivering high-quality, cost-effective solutions through build-vs-buy evaluations.

Developed interactive dashboards and UIs with ASP.NET MVC4, Knockout.js, and HighCharts.

Digital Processing Systems
August 2012 - January 2015

BI Specalist

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.

LANGUAGES

English (Professional working proficiency)