



## DR. NAEEM AHMED (PhD)

### S/O Naseer Ahmed

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Senior IT professional with **Thirty years** of experience in Pharmaceutical, Manufacturing, Textile, Retail, Financial, Distribution and IT Consultancy Services. Excel at adapting management style, emerging technologies, and operational best practices to marry IT solutions with business needs. Working as an organization leader, executing business objectives while harnessing and driving next-level technology performance.

### Career Highlights:

- Achieve **PhD in Computer Science (ERP and Digital Transformation)** from FUUAST, Pakistan
- Attend DigiMarCon Houston 2024 - Digital Marketing Conference, held in Houston, USA in May 13-14, 2024
- Attend Microsoft Build Conference held in Seattle, USA in May 21-23, 2024
- Recognized as **Global CIO 200 Award – Pakistan Edition** in 2024-2020.
- **Topmost Microsoft Certified person in Pakistan** (Sixteenth in the World) as per Microsoft (From 2014 to Oct 2018) (78 Microsoft Certification Exams)
- Recognized as **“Ambassador of IT”** in **19th ITCN Asia 2019** International Conferences in **2019**

### Areas Of Expertise

- |                                 |                            |   |
|---------------------------------|----------------------------|---|
| • Artificial Intelligence       | • Digital Transformation   | • Internet of things (IoT)                  |
| • Data Science                  | • Data Analytics           | • Data Visualization & Communication        |
| • ERP Implementation Strategies | • Cloud / Mobile Computing | • IT Infrastructure Design & Implementation |
| • IT Governance & Operations    | • Solid Leadership Skills  | • Team Building Development & Training      |

### Objective:

Coaching, Leadership Interventions, Incisive Analysis & strong Entrepreneurial drive are my key strengths. As coach, I love magic :) To me, **IT transformation** is magic. Hence, I enjoy transforming people lives by helping them achieve success, inner peace, endless physical vitality develop & a deep sense of definitive fulfillment.

Ability to think strategically and tactically according to the organization's objective. Specialized in implementing IT infrastructure, BPR, Cloud computing, ERP project Implementation, and web Technologies.

I have been instrumental in the implementation of business integration and transformation projects for different organizations. I took the lead to identify and recommend changes in policies, procedures, and processes according to the needs of government and other regulations.

Belief System is my most valuable asset as it helps me deliver the unexpected. I deliver excellence by developing greater engagement, ownership & comprehensive governance in a challenging and competitive environment.

Additionally, as a seed accelerator, I am a passionate supporter of the early-stage, growth-driven startup companies through education, connections, mentor-ship and seed investment to accelerate their growth.

### Academic Qualification:

- **Ph.D. (Computer Science)** From **Federal Urdu University of Arts Sciences & Technology, Karachi** in January 2020  
Research Area: **Digital Transformation - ERP Project Implementation**  
Pakistan PhD Country Directory (PCD Number: 20591) Researcher ID : A-5921-2016 ORCID Id : 0000-0003-2827-6685
- **MS/M.Phil (Information Technology)** From **Institute of Business & Technology (Biztek), Karachi** in 2010.  
Research Area: **ERP Project Implementation**

### Topmost Microsoft Certified person in Pakistan <sup>\*1</sup> (Sixteenth in the World <sup>\*2</sup>) as per Microsoft

(From 2014 to Oct 2018) (Pass 78 Microsoft Certification Exams)

<sup>\*1</sup>(<https://www.dropbox.com/s/6ut6jmuhvbr1hc/List%20of%20Microsoft%20MCT%20Professionals-%20Pakistan%20%28Rank%2001%29-%20from%202014%20to%20Oct-2018.pdf?dl=0>)

<sup>\*2</sup>(<https://www.dropbox.com/s/6fjr3fibz3usk94/List%20of%20Microsoft%20MCT%20Professionals-%20World%20%28Rank%2014%29%20-%20from%202014%20to%20Oct-2018.pdf?dl=0>)



## **Professional Corporate Trainer / Workshops :**

- ✍ **Microsoft Certified Trainer** (Microsoft Courses) since 2010 (Certification status **2024-2025**). (Cert. Number: **E189-9622**)
- ✍ **Prince2 Certified Trainer** – For Prince2 Accredited Training Organizations (**ATC**) - Certification status **2022-2025**.
- ✍ **Oracle Authorized Trainer in Oracle University** – Training Academy since **2011**.
- ✍ **Guest Speaker (Panelist)** in **Pakistan CIO Summit & Expo 2019** held in April **2019**.
- ✍ Give lectures as a **Guest Speaker** for many University Events (i.e Hamdard University, Sir Syed University, Indus University, Baqai Medical University, Preston University, etc), Microsoft Community Seminars on different topics.

## **International Certifications:**

### ⇒ **ERP Certification:**

- **SAP Certified Application Associate** (SAP ID : **P2003148176**)
- **Oracle E-Business Suite 12 : Essentials for Implementers** (Oracle ID : **OC0952281**)
- **Microsoft Certified Dynamics Specialist - Microsoft Dynamics Financials** (Cert. Number: **F129-6322**)
- **Microsoft Specialist - Microsoft Dynamics CRM Applications** (Cert. Number: **F150-4417**)
- **Microsoft Specialist - Microsoft Dynamics CRM Deployment** (Cert. Number: **F133-9850**)

### ⇒ **Project Management Certifications:**

- **Certificate in PMP (Project Management Professional)** (PMP Id : **2798567**)
- **Certified PRINCE2 Agile Practitioner** (Candidate Number : **9980077902007084**)
- **Certified PRINCE2 Foundation** (Candidate Number : **9980077902007084**)

### ⇒ **IT Governance and Management:**

- **Certificate in COBIT (Control Objectives for Information and Related Technologies)**

### ⇒ **IT Service Management:**

- **ITIL 4 (Information Technology Infrastructure Library) Foundation** Certificate (Cert. Number : **GR671109384NA**)

### ⇒ **Information Security:**

- **Management Representative (M.R.)** in the implementation of **Information Security Management System** according to **ISO/IEC 27001:2013** in Geofman Pharmaceuticals.

### ⇒ **Database Certifications:**

- **Oracle Certified Professional (OCP) : Oracle Database 11g Administrator –(DBA)** (Oracle ID : **OC0952281**)
- **Microsoft Certified Solutions Expert (MCSE) : Data Platform** (Cert. Number: **G088-6719**)
- **Oracle Certified Associates (OCA) : Oracle PL/SQL Developer Certified Associate** (Oracle ID : **OC0952281**)

### ⇒ **Network Certifications:**

- **Microsoft Certified Solutions Expert (MCSE): Cloud Platform and Infrastructure (\*Charter)** (Cert. Number: **F808-0044**)
- **Microsoft Certified Solutions Expert (MCSE): Productivity (\*Charter)** (Cert. Number: **F808-0043**)
- **Microsoft Certified Solutions Expert (MCSE): Server Infrastructure** (Cert. Number: **F129-6319**)
- **Microsoft Certified IT Professional (MCITP): Virtualization Administrator** on Win. Server (Cert. Number: **D521-7297**)
- **Microsoft Certified Solutions Expert: SharePoint** (Cert. Number: **G088-6716**)
- **Microsoft Certified Solutions Associate: Office 365** (Cert. Number: **F072-2265**)

### ⇒ **App Development Certification (Web/Mobile):**

- **Microsoft Certified Solutions Developer: App Builder (Charter)\*** (Cert. Number: **F820-1665**)
- **Microsoft Certified Solutions Developer: Web Applications (Charter)\*** (Cert. Number: **F808-0042**)
- **Microsoft Certified Professional Developer: Windows Azure Developer (Charter)\*** (Cert. Number: **D420-0284**)

## **Diploma/Short Courses:**

- Training in **Oracle APEX** from AMI Apex (Institute of Information Technology), Karachi in 2018.
- Training in **SAP Certified Application Associate** - SAP Business One from SAP Authorized Trainer in 2012.
- Training in **Financial Modeling using Advanced Excel** from Recknors, Karachi in 2012
- Training in **Virtualization Expert Course** from Times Tech (Institute of Information Technology), Karachi in 2012.
- Training in **Oracle Financial Certified Expert (OCE) - E-Business Suite R12 Financials Certified Expert Consultant Training** from Oracle University (Technology Education Academy), Karachi in 2011-12.
- Training in **Oracle Certified Professional (OCP-DBA) - Oracle 11g Exam Preparation** from Oracle University (Technology Education Academy), Karachi in 2011.
- **Diploma in Computer Software Engineering** from Petromen, Karachi in 1994.

## **Project Management Courses:**

- Training in **Project Management with Project Management Professional (PMP)** Exam Preparation from Times Tech (Institute of Information Technology), Karachi in 2012.
- Training in **ITIL V3 Foundation** Exam Preparation from Times Tech (Institute of I.T.), Karachi in 2012
- Training in **Certified Business Analysis Professional (CBAP)** from IIBA Member Trainer, Karachi in 2012

## **Paper Publications:**

**Naeem Ahmed**, and Abdul Aziz. "Investigation And Prevention of Hidden losses Occurring in Raw Material Stores of East Asian Pharmaceutical Companies." *Journal of Information & Communication Technology* 3, no. 2 (2009): 77-86.

**(HEC Approved Journal – Y Category)**

**Naeem Ahmed**, A. A. Shaikh and Muhammad Sarim, "Critical Success Factors Plays a Vital Role in ERP Implementation in Developing Countries: An Exploratory Study in Pakistan", *International Journal of Advanced Computer Science and Applications* (IJACSA), UK, 8(10), 2017. - <http://dx.doi.org/10.14569/IJACSA.2017.081004>

**(ISI Index - Thomson Reuters Master Journal List – HEC Approved Journal – X Category)**

Natha, Sarfaraz, **Naeem Ahmed**, Fareed Ahmed Johhio, Muhammad Shafique and Danish Munir Arain. "Efficient Method of Road Outlier Recognition Using Deep Learning Coupled with Data Augmentation Approach." *Sir Syed University Research Journal of Engineering & Technology* 14, no. 1 (2024): 76-85. - <https://doi.org/10.33317/ssurj.627>

**(HEC Approved Journal – Y Category)**

**Naeem Ahmed**, " Identification and Classification of ERP Critical Failure Factors in Pakistani Industries" *1st International Conference on Business, Management and Emerging Technologies (ICBMET-2025)*. - <https://iqra.edu.pk/1st-international-conference-on-business-management-and-emerging-technologies-icbmet-25/>

**(HEC Approved Journal – Y Category)**

## **Papers Under Review:**

05 Papers Under Review

## **International Paper Reviewer:**

**International Journal Of Innovation And Technology Management - ISSN / eISSN:0219-8770**

**ISI Index - Thomson Reuters Master Journal List - Emerging Sources Citation Index**

**KSII Transactions on Internet and Information Systems eISSN: 1976-7277**

**ISI Index - Thomson Reuters Master Journal List Impact Factor 1.2 - SCIE (Clarivate Analytics) and SCOPUS (Elsevier)**

**Journal of Information & Knowledge Management (JIKM)**

**ISI Index - Thomson Reuters Master Journal List - SCIE (Clarivate Analytics) and SCOPUS (Elsevier)**

## **Some Project Details:**

- Implement complete ERP Solution in Geofman Pharmaceuticals from order to ship.
- Leading a project team consisting of multiple system integrators and internal resources for the implementation of Oracle-based ERP System in Pakistan Hosiery Manufacturers Association - PHMA (Sindh / Baluchistan Zone) - Export Promotion Bureau (EPB), Government of Pakistan.
- ERP implemented in Global Brands Marketing, top leading company in infant Milk Products (**Meiji**).
- Design and implement Inventory Management System and HR Management System in United Towel Exports (UTE).
- Implement Internet of Things (IoT) devices in Geofman Pharmaceuticals to improve product quality and many other Projects.

## **Highlights of Achievements:**

- Implement **Ten ERP Implementations** (Full complete Cycles) in the career.
- Implement numerous small and big projects within budget and time.
- Realized 100Million Rupees in cost savings by implementing a centralized reporting and analysis system that reduced the time, effort, and resources needed to analyze, and manage company operations.
- Implemented ERP System in Abdul Saboor Welfare Society (NGO) to cut off 50% of the operational cost.
- Worked with R&D to optimize manufacturing processes and provided technical support to manufacturing, sales, Quality Assurance and customers concerning materials and processes which saved Yearly 5 Million, and improve 30% Production.
- Many other Projects.

## **Affiliations:**

- ✍ Project Management Institute (PMI)
- ✍ Microsoft TechNet - TechNet Professional
- ✍ Oracle Technology Network (OTN)
- ✍ Pakistan Information Security Association (PISA)
- ✍ Pakistan Computer Association (PCA)
- ✍ CxO Global Forum

## **Awards Nominations:**

- Nominated for " **Project Manager of the Year Award**" for " **PMI KPC Professional Awards 2015**" held in November 2015.
- Nominated for " **MCT (Microsoft Certified Trainer) Regional Lead** " for " **Microsoft Region (Middle East, Mediterranean, Africa, Pakistan)**" for the Year **2019 – 2020**

## **Teaching Experience (Academia):**

- **One Year** and Six Months of Teaching Experience in “**Sindh Institute of Management and Technology, Karachi**” as “**Assistant Professor**” in **Department of Computer Science**.

**Duration:** Since January 2024.

- **Two Year** of Teaching in “**Preston University, Karachi**” as “**Assistant Professor**”.

**Duration:** January 2013 to June 2015.

## **Professional Summary:**

**Total Experience - Thirty Years**

- **Twenty Years** of work experience in **Geofman Group**  
**Eight Years** and Six Months as Chief Information Officer (CIO)  
**Eleven Years** and Six Months as **Group IT Manager**

**Since July 2016**

**February 2005 to June-2016**

## **Employer Description:**

**Geofman Group**, is the biggest National Group

- Geofman Pharmaceuticals- Manufacturer & Exporter of Medicines, **ISO 9001:2015** and **ISO 27001** Certified
- Marion Laboratories (Pvt) Ltd - Manufacturer & Exporter of **Infusions (Drips)**  
Global Brands Marketing (Pvt) Ltd - Trading Co - Import **Meiji Milk** – Infant Milk Products from Japan, One of the leading Distribution Marketing Network in Pakistan
- Global Brands Hygiene (Pvt) Ltd- Trading Co - Distributor **Cool-n-Cool** Products, is a leading international **FMCG** brand
- Global Brand Pakistan- Trading Co - Import **SuperMax** Products, largest Shaving Products in the world
- Chemifar International (Pvt) Ltd- Trading Co - Import Geriatric **Pharmaton** Products, Multivitamin Products in Pakistan
- DrugPharma Chemicals (Pvt) Ltd- First Pharmaceutical **Grid Raw Material** Manufacturer in Pakistan

## **Responsibilities:**

- Provide vision and leadership for developing and implementing information technology road map to harness IT for business Transformation.
- Establish IT Business Partnering model to enable & execute IT Driven Business Led innovations across the organization with a clear focus on strategic activities and building cross-functional alignment.
- Developing an ecosystem to establish and ensure that the Digital Technology is an effective enabler of the business strategy and delivery. Building a foundation to drive ‘Next Generation’ Process capability plans via standardization & simplification of the business processes & structures.

## **Past Experience:**

- **Three Years and Eight Months** of work experience in **Pakistan Hosiery Manufacturers Association** (Sindh / Baluchistan Zone) - Export Promotion Bureau (**EPB**), Government of Pakistan as “**MIS Manager**”.

**Duration:** From **July 2001** to **February 2005**.

- **Two Years and Four Months** of work experience in "Advance Computer Systems" as “**Team Leader Software Development**”

**Duration:** From **March 1999** to **June 2001**.

- **One Year and Ten Months** of work experience in “**United Towel Exporters**” As “**Assistant Programmer**”

**Duration:** From **May 1997** to **February 1999**.

- **Two Years and Three Months** Work in “**Khan’s Software Designer**” As “**Junior Programmer**”.

**Duration:** From **January 1995** to **April 1997**