

Alex Ajdari

119 Glenforest Dr, Thornhill ON
Cell: 416-737-4706, Email: aajdari@gmail.com
www.Arnoosh.com

SUMMARY

- **A Solution Architect Technologist** - Passionate, results driven and experienced digital thinking and solutions architect.
- Successful track record of solving business problems by digital technology solutions.
- Proven record of successful Digital solution consulting (road mapping/blueprinting) for huge brands. (Nestle, HP, Nokia,Blackanddecker,Dewalt,Stanley...)

Technology Expertise: Responsible for solution-ing large scale ERP, CRM, SCM, CMS, and Demand Generation, e-Commerce, Analytics, Search, Portal, Context marketing, intranet, collaboration and social computing technologies and solutions.

Specialties: Agile Project management, Digital Marketing Metrics Definition, Website Design and Development, Business Development, Web Content Management, Analyst Relations, Product Management and Development, Staff Development, Strategic Planning, Vendor Selection & Analysis, Account Management, Marketing Automation, Web Analytics, Project Management

Technical Skills

Software:	Sitecore 6.0 – 9.3, SharePoint, Dynamics AX
Languages:	Visual Studio .Net, C#, VB.Net ,C++, Object C,
Web Technologies:	ASP.NET, MVC, ASP, AJAX, SOAP, WCF, XML, XSLT, IIS, Active X
Web Scripting:	XHTML, JavaScript, JQuery, VBScript, CSS
Database:	MS SQL Server, MYSQL, PL/SQL, Big Data, Mongo DB, XDb

EXPERIENCE

Stanley Black and Decker, Towson

www.blackanddecker.com
www.dewalt.com
www.stanleytools.com
www.bostitch.com
www.vidmar.com
www.listaintl.com

Jul 2016 - Now Sr Lead Solution Architect

- Upgraded all Company website Architect to new sitecore ver with branching project from multi-tenant to individual sites.
- Generate/Review all RFP/SOW for all other third party, Vendors.
- Manage a team of Developers/Designers/BA/PM/QA inshore / offshore.
- Architect Azure PAAS/IAAS environment to migrate to sitecore 9.
- Design new helix/habitat Architect for all ongoing projects.
- Design and develop new Data connector to talk to any commerce and PIM system
- Create one click devops tools to move code and sitecore item between environments.
- Play Scrum master role to manage scrum meeting every day.
- Design a new Architect for all Products images to live in media servers with Akamai caching.
- Design the connection between Sitecore and CRM,ERP.
- Architect new SOLR cloud with zookeeper to extend reliability.
- Choose the best APM & Log management options for all Digital Applications.
- Generate all technical and Architect documentation for different audiences.

Environment: Windows Server 2012/Windows 10, Visual Studio.Net 2015, C#, .Net 4.0, CSS, XHTML, HTML, DHTML, Aspx/Asp.net 4.0, SQL Server2014, TFS,TDS, AJAX, Generics, Custom Item Generator, XML,XSL,ORM, Teamcity, Octopus , Akamai CDN, PIM, ERP SAP, Orckestra ecommerce, MONGO DB, SOLR, REDIS, APM,

Moneris Solution Company, Toronto

www.moneris.com

Moneris is Canada's leader in Point of Sale payment processing for debit and credit cards. It is sister company of RBC and BMO.

Mar2008-2016 **IT Consultant Solution Architect / Sr System Analyst**

- Architected a multi-server, scalable Sitecore environment, Sitecore component, content delivery, content management, collection database, session state, reporting service, reporting database, and processing servers. This gave company option of expanding this environment to handle big data by implementing vertical and horizontal scaling.
- Developed and Maintained sitecore websites using Sitecore 7.0/7.5/8.0 with MVC 3.0/4.0, Asp.net v4.0, C#, .Net 4.0, JQuery
- Designed and Created Sitecore data templates, content tree structure and presentation Views and Controller Renderings.
- Created Import process and scripts to migrate existing content from different data sources into Sitecore. Used Entity Framework.
- Created Layouts, Sublayouts, Packages and handle that with TFS software development lifecycle.
- Analysis, planning and implementation of web content management solutions, specializing in Sharepoint2013 and Sitecore 6.0 - 8.0 platforms. Launched numerous CMS-managed websites incorporating personalization, search, web analytics, faceted navigation, system integration, single sign-on, complex customizations and content authoring requirements.

- Lead a team of SharePoint expert to migrate a multi-server Sharepoint 2010 Environment from a Stand Alone SQL Server to Clustered SQL Server Sharepoint 2013 environment with workflow farm and separate Search servers.
- Key role player of Dynamics AX 2012 R3 Planning/implementation/post-implementation support,
- Helping marketing to create digital Macro/Micro campaigns and lead generation with DMS and pass it to CRM" Customer Relations Management"
- Architected the hosting environments to support 99.99% uptime.
- Working with IT to providing change management plan for any changing on the sites.
- Proactively communicate and collaborate with external and internal stakeholders to analyze company Application Architect.
- Responsible for leading overall strategy, implementation and workflow of the Digital Asset Management system specially social media properties.
- Gathering business requirements, mapping them to technology, managing projects end to end. Developing proof-of-concepts and prototypes

Environment: Windows Server 2012/Windows 10, Visual Studio.Net 2015, C#, .Net 4.0, CSS, XHTML, HTML, DHTML, Aspx/Asp.net 4.0, SQL Server2014, TFS,TDS, AJAX, Generics, Custom Item Generator, XML,XSL

GRFE web Solution Company, Toronto

www.GRFE.com

Jul 2007 - Feb2008 IT Manager

- My experience spans the entire project life cycle, from blueprint requirements fact finding, analysis and design, development, installation and configuration, customer training and junior developer training and support.
- Evaluated CMS like DNN, PHPNuke, Joomla, Sitecore, Ektron, Reddot, wordpress
- Designed template and developed interanet/exteranet with Sharepoint & CMS from scratch with dynamic structure.
- Developed SOAP/REST web services to pass XML data to other Application.
- Designed, tested, installed and evaluated CRM systems for different projects
- Reviewed and evaluated project's milestones
- Prepared technical reports for each projects for CEO
- Maintained multiple website projects, time and cost estimates, and technically support more than 45 Windows and Linux Servers
- Coordinated different B2B website technical requirements
- Prepared web hosting, mail server, windows media server and encoder
- Team lead of **Microsoft.NET** and PHP development teams
- Performed application problem recognition, trouble shooting and resolve problems
- Plan and deployed Interanet in a way that truly empowers and connects employees

Jump TV, Toronto

<http://www.Jumptv.com>

Jan2007-Jun 2007 Channels Admin

- Maintaining more than 300 channels over 80 countries with more than 30000 subscribers on IPTV
- Monitoring more than 120 windows servers all around the world
- Maintaining more than 10 Gb bandwidth from 7 ISP
- Troubleshooting and resolving network problems
- Designing, testing, installing and monitoring IPTV with WMS

Eworks digital section of Publicis, Dubai

<http://www.Eworks.ws>

Aug2004-May2006 IT Manager/Team Lead

- Used **Microsoft .NET** and SQL Server technology as the major tool used in the applications developing life cycle, design, develop, test , QA ,Implementation , Support
- Customized international web solutions focused on web based applications, dynamic applications, CRM, CMS Solutions and application service providing.
- Implemented ticketing system by share point server.
- Managed Web Server and Mail Server in North America data center.
- Contributed to establish an IT Department with excellent skilled people in the Web Development field.
- Generated new ideas to run marketing campaigns on the web and in international market with the help of other available media specially for (Nokia, Nestle and HP).
- Converted existing company into fully computerized organization with fully automated information system Accounts, Inventory, Payroll, HR.
- Helped to outsource current IT projects to reputed IT companies locally or at international level and managing teams virtually.
- Defined scopes of the projects, clarify the system specifications, understand their work
- Maintained the liaison with staff at all levels of an organization.
- Defined software, hardware and network requirements.
- Presented solutions in written or verbal reports
- Prepared documentation and presented progress reports for customer

STES Co,

<http://www.stes-group.com>,

Aug2003-Sep2004 Software Developer

- Fully Automated SCM Application Service Provider System based on four different applications integrated with each other. Having FTP Agent, LAN Based Backend Processing System, Middle Layer for Administration and Front End.
- Developed E-Commerce Solutions using PHP/MYSQL with Apache Web Server on LINUX platform.
- Developed a client/server CRM system in VISUAL BASIC / SQL Server under windows platform
- Developed Portal Single signon applications using ASP.NET / IIS / SQL Server / Visual Interdev / Front Page
- Developed web site architecture and determined hardware and software requirements
- Organized information for inclusion, designed layout and flow of the web site
- Optimized Internet to identify global clients for outsourced interactive business services
- Maintained more than 150 websites 24/7/365

Parhoon Co.,

<http://www.parhoon.net>

Jan1999-Aug2003 Developer/ Team lead

- Responsible for more than 150 share hosting users in windows2000 server platform
- Maintained 20 Dedicated servers in 2 datacenter

- Responsible for the training of new staff members and purchasing of computer equipment required by the department.
- Responsible for administration and maintenance of Network running Windows NT connecting 20 computers
- **Developed** and **Integrated** different financial database systems like accounting, general store inventory, raw material inventory, finished goods inventory, sales, purchase, payroll, provident fund accounting, fixed assets maintenance, shares register maintenance, MIS reports

EDUCATIONAL QUALIFICATIONS:

- MSc IT Management , 2005
- B.Sc. Computer Engineer (Software) , 1999

CERTIFICATIONS:

- Sitecore XP 9 website development for .NET developer WND , 2019
- Sitecore XP 8.1 website development for .NET developer WND , 2015
- Dynamics Ax 2012 R3 technical support, 2015
- Project Management Professional (PMP)® Exam Prep, 2014
- Advanced SharePoint developer certification, 2013
- iPhone and iPad development, 2012
- Windows Azure developer, 2012
- Core SharePoint developer certification, 2011
- Sitecore 6.5 developer certification , 2010
- Project Management, 2005