



Mohamed Subhani Lafir

No.105A 4/5 SriSaranakara road. Dehiwela Srilanka

Email: subhanilafir@envartisdigital.com | subhanil@gmail.com

Mobile : +94 772397153

Linkedin: <https://www.linkedin.com/in/mohamedsubhanilafir/>

IT General Manager | Director IT

I am an accomplished information technology & business professional with 23 years of industry experience, having worked with global clientele with estimated project values of USD 500,000. I have in-depth exposure to providing leadership to the startup eco-systems, strategize go-to-market products, product readiness for investor pitches. I currently also do significant work around transforming companies from unproductive systems to automated digitized solutions. I am trained as a business analyst/consultant, have been engaged in project management, resource planning. I hold an MBA from the university of Leicester UK and several Microsoft and other ICT qualifications. I have been physically based in Dubai-UAE for several years, and in Edinburgh Scotland. I continue to work with clients in Malaysia, Saudi Arabia and Australia.

Accomplishments highlights

1. *Melbourne - Australia / Offshore delivery center management in Colombo* – was Country Manager for an Australian technology company, during the period I was at the forefront of increasing revenues and won client projects valued at over AUD 250,000, added more clients by way of timely and on budget projects meant added referral clients. Increase staff from 5 members to 45 members.
2. *Dubai – United Arab Emirates* :Part of the leadership team implementing Microsoft Great Plains ERP to a Scottish company based in making the milestone a 1st implementation in the Middle Eastern region.
3. *Colombo- Srilanka* : Common Wealth Heads of Government (CHOGM) Meeting,– Lead Project Manager/Consultant for a visitor tracking solution to scan/track visitors and delegates to various meetings in multiple venues.
4. *Riyadh – Saudi Arabia* Lead Consultant to develop a web and mobile both IOS & Android based application to deliver social media content focused on use for internal college use.
5. *Melbourne Australia – Offshore Project Lead/Manager* to automate a web based insurance premium re-calculation rates and email proposal to insurance policy holders.
6. *Colombo - Srilanka* : Head of Business for Openbravo Spain, opensource ERP product introduction to Srilankan and Maldives markets in the Education, Point of sales[POS] domains.
7. *Riyadh – Saudi Arabia* – Lead Consultant/Project Manager for a mobile application development of a laundry delivery and pickup mobile application on Apple IOS and Android for a client based in Saudi Arabia. The application caused a disruption to the traditional form of laundry delivery services in the city of Riyadh.
8. *Colombo, Srilanka* – Part of the leadership team in building a proof of concept for a digital pilgrimage travel platform/portal to make airline bookings, book hotel reservations, transportation bookings. The platform was part of the pitch deck for investor reviews.

WORK EXPERIENCE

ENVARTIS DIGITAL SERVICES , Colombo ,Srilanka

Senior Manager – Business Consulting, July 2015 – To date

- Envartis Digital Services(formerly Envartis Global Solutions)is a Business Consulting & Technology solutions company, Founded by Information & Communications Technology [ICT] professionals with over 25 years of experience and expertise in business consulting, project management, software development and IT systems infrastructure areas. Envartis is strategically based with offices in Melbourne Australia, and its offshore support and delivery center in Colombo Srilanka.Envartis follows an offshore model of service delivery, leveraging on cost benefits such a model offers. The core technology focus of the company is in embracing Digital Transformation products and solutions, such as Ecommerce, Mobile Applications development, Digital Products and Solutions, Social Media Management.
- My primary responsibilities are to manage the operations of the offshore delivery center in Colombo, Srilanka. Making sure software solutions are delivered according to client budgets, on time delivery.
- I am also the central point of contact with the client either onsite or offshore, advising clients of the best suited technology solutions that meet requirements.
- Working closely with the company management and in making sure applications delivered were meeting desired objectives, functional and financial sense.
- Managing onsite/offsite business analyst's, software developers,QAC teams in managing client expectations,liasing/conducting workshops, following iterative requirements elicitation, analysis, creation of business requirements specifications documentation, functional and non-functional documentation, making sure the project lifecycle from inception through to deployment until go live, is successfully met.
- I initiate the client contractual agreements, and prepare the statement of work[SOW] or outline the deliverable milestone for signoff by the client.
- Providing project management during the project lifecycle.JIRA was used to track, maintain and deploy projects.
- Exposure with Amazon Webservices EC2, and Azure Cloud services
- Engaging in consulting, working alongside clients to propose the best suited solutions, outlining test plans to the QA team.Communicating the same to the development teams via team leads.
- Assisting sales teams with pre & post-sales support in terms of software requirements.
- Some of the key client engagements ;

Client	Country	Domain	Technology/Solution
Australian Insurance Brokers	Australia	Insurance	PHP,Colud hosted solutions
AllWhispers.com	Saudia Arabia	Social Media	PHP,IOS & Android,Cloud hosting
Nadheef	Saudia Arabia	Laundry Services	IOS ,Android ,xamarin
Tanzeel.org	Australia	E-Learning	Openbravo ERP,E-Learning solution(Bigblue button)
Evermore Money	Australia	Financial Services	Microsoft Office 365,Webdevelopment,Support
Malaysia OpenDance Championships	Malaysia	Event Management	Web development & E-Forms registrations
Pascal Maritime	Malaysia	Freight forwarding	Website development
Adorable Ceylon	Srilanka	Travel & Leisure	Website development,e-forms
BlackStone Commodity	USA	Investments	Social Media marketing
Pascal Foods PVT Ltd	Malaysia	Food Manufacturing	WordPress Website development
Maldives Resorts Club	Maldives	Tourism	Booking engine & payment gateway integration
Ceylon Lavish Gems	Srilanka	Gem Merchant Solution	Portal to record GEM transactions

AMASOLVE PVT LTD, Colombo ,Srilanka

Head of Business Solutions, Feb 2014 – Jun 2015

- Amasolve is a provider of integrated business software solutions, specializing in providing ERP solutions to the Retail, Distribution, Manufacturing, Services & Education industries in Srilanka and for overseas markets. Backed by one of Srilanka's multifaceted group of companies the "Envoy Group", based at the World Trade Center in Colombo. Amasolve founded in 2012 to initially serve the internal IT requirements of the group, over a short period of time have gained a reputation of providing cost effective, a high level of quality, and reliable information technology solutions and services. As Head of business, I have been the initiator of the Startup ICT company established in February 2014. My responsibilities included business requirements gathering, leading stakeholder meetings which involved junior business analysts, developers were communicated with business requirements. I have established partnerships with Spanish based Open source ERP, Openbravo. This application is globally relied by over 6000 organizations in 28 countries. I am tasked with marketing solutions locally in Srilanka and Maldives, and responsibilities include staffing, operations and revenue generation of the company.

PEERCORE INFORMATION TECHNOLOGY (PVT) LTD , Colombo, Srilanka

Country Manager , Oct 2010 – Jan 2014

- Peercore IT is a software development company headquartered in Melbourne, Australia. The company is a fully owned subsidiary of Peerless Holdings Pty Ltd Melbourne, which has an annual turnover of A\$400 million. Peercore IT main products portfolio includes ERP & CRM solutions for the food & distribution sectors, Plant & Equipment hire, & Logistics industries. Market niche products include Warehousing, Transport management solutions, Visitor Management, Heavy machinery equipment hire. Peercore IT follows the full software development life cycle and develops its products using Microsoft .NET, ASP .NET, and Open Road languages. As the Country Manager I was tasked with the responsibility of overall management & streamlining of the Srilankan Delivery center operations & all marketing activity. Which meant setting up organization structure, forming team leads for various on going projects, increased team strength from 10 members to present 30 members. Establishing the business analysis practice, Quality Assurance practice. The Colombo delivery center acted as the central point of contact for software delivery to our Australian clients. I was also instrumental in promoting the company to the local Srilankan market through representation of the company at business forums, seminars and networking at social events. Also represented the company at the Federation of Information technology and Services (FITIS) and SLASSCOM. Applied new market entrant strategies to convert the company's 1st Srilankan software product sale in September 2012.

VIRTUSA CORPORATION , Colombo, Srilanka

Business Consultant , Nov 2009 – Sep 2010

- Virtusa Corporation (NASDAQ:VRTU) is a global information technology (IT) services company providing IT consulting, technology and outsourcing services, with over 4500 employees globally. Headquartered out of Westborough, MA, USA with offices in the US, UK, and Advance Technology Centers in Hyderabad, Chennai & Colombo. Projects :
 - Part of the British Telecom (BT) team providing consultancy services by looking at applications that will reduce & Consolidate the number of IT systems currently running at British Telecom.
 - Part of the Pre Sale team bidding for projects in the US & UK, preparation of RFP/RFI , Bid proposals, Technical specifications. (Some of the projects involved : New York Life Insurance USA, British Telecom PreSales Team, Prudential Insurance Pre Sale team).
 - Part of the New York Life insurance business consultant team, providing systems analysis to the client on the reengineering process of converting from a paper based system to a Pega driven environment.

EDGEN MURRAY FZE , Dubai ,U.A.E

Systems Analyst , Jan 2006 – Jun 2009

- Edgen Corp.based in Baton Rouge, Louisiana USA. a leading global distributor of specialty steel and alloy pipes for the Oil & Gas Industries. With an annual group turn over of USD 1billion.My role was to carry forward from the previous company Murray International Metals which came into an acquisition in January 2006.

EDGENMURRAY EUROPE LIMITED , Edinburgh, Scotland

Systems Analyst , Jul 2008 – Aug 2008

- One month project in the UK,as part of a group company assignment. Which involved the creation andImplementation of MIS reports using business objects reporting tool “Crystal reports” deployment for the UK & Singapore Offices.

MURRAY INTERNATIONAL METALS MIDDLE EAST , Dubai,U.A.E

Systems Analyst , Jun 1996 – Jan 2006

- Management of the IT Department of a multi national steel stock holding company, headquartered in Scotland with operations in Houston,Scotland,Singapore,Australia and the Middle East.1997-2009 – ERP Management - Successfully Implemented “Microsoft Great Plains Dynamics”, covering Financial modules (GL,Bank Reconciliation,fixed assets,cash flow management, multicurrency management).Sales,Purchasing,Inventory,Systems setup,Smartlist & Dynamics report writer.- Followed a complete implementation plan from user requirement identification, gap analysis, testing, deployment, and module training.- Worked extensively with the finance team and management in understanding future business requirements, which could be incorporated into Great Plains. Crystal Reports experience - Designed & implemented documentation required for Dubai Free zone Customs using crystal report writer.- Designed & implemented internal MIS reporting for financial, commercial & management reports using. Seagate crystal report writer versions 9 & 10. - Centralized report distribution using Crystal Reports web component.Management interaction - Coordination with the Group IT management team in Scotland, with related developments.- Attending IT Project & Strategy meetings in the Head office in Edinburgh,Scotland with the Group CIO & Senior IT Staff.2000 – Team lead implementation of Microsoft Windows 2000/2003 Server based network 2006 – Implemented Blackberry Support for over 55 blackberry company wide units 2000 –Implemented a centralized Email,Fax & Antivirus policy ,which also included Microsoft Exchange Server 2003

J.RAY MCDERMOTT INTERNATIONAL , Dubai,U.A.E

PC Support Analyst , Nov 1994 – Aug 1995

- Part of an IT support team for a leading Multi National Steel Fabrications Company, catering to theOffshore Oil and Gas industries headquartered in Houston,Texas with the companies Middle East operationsbased in Dubai.UAE.- Part of the IT support team, providing technical support for over 500 computer users.- Provided technical support on Novel Netware.- Provided support on Lotus Notes and freelance graphics.

COMPUTERLINK LTD, Colombo,Srilanka

PC Sales Executive , Feb 1993 – Jun 1994

- Part of the sales team for the agents of EPSON products & services in Srilanka.- Promoting sales of EPSON computers & printers.- Preparation of bids for government tenders.- Software presentations to prospective customers.

EDUCATION QUALIFICATIONS

CERTIFICATE DESCRIPTION	INSTITUTION	DATE AWARDED	IMAGE NO
1 MASTER OF BUSINESS ADMINISTRATION(MBA)	UNIVERSITY OF LEICESTER - UK	28-01-2011	1
2 MBA TRANSCRIPT		28-01-2011	2
3 MICROSOFT CERTIFIED PROFESSIONAL(MCP)	MICROSOFT	JAN-2002	3
4 PROCESS MODELING MANAGEMENT - BUSINESS ANALYSIS	ESI INTERNATIONAL	16-MAR-2010	4
5 USE CASE MODELING - BUSINESS ANALYSIS	ESI INTERNATIONAL	10-JAN-2010	5
6 SUN SYSTEMS TRAINING	SYNERGY	07-JAN-2007	6
7 SUN VISION TRAINING	SYNERGY	21-DEC-2006	7
8 IMPLEMENTING MICROSOFT WINDOWS 2000 SERVER	MICROSOFT	28-JULY-2001	8
9 IMPLEMENTING MICROSOFT WINDOWS SERVER INFRASTRUCTURE	MICROSOFT	12-JULY-2001	9
10 SYSTEMS ADMINISTRATION SQL SERVER	MICROSOFT	26-NOV-1998	10
11 SEAGATE TECHNICAL TRAINING	SEAGATE	18-JUN-2002	11
12 NOVELL NETWORK	NOVELL	29-MAR-1996	12
13 INTERNATIONAL DIPLOMA IN COMPUTING	NCC UK	13-03-1993	13
14 BUSINESS PLANNING USING MS EXCEL	IDM	28-MAR-1994	14
15 DIPLOMA IN COMPUTER STUDIES	DP AIDES	16-SEPT-1991	15
16 DIPLOMA RECORD SHEET	DP AIDES	16-SEPT-1991	16
17 DIPLOMA IN PROGRAMMING	DMS	27-SEPT-1990	17

ENDORSEMENTS

- **Omer A. Fareed***CEO/Founder Envoyortus(Colombo,Srilanka)*September 28, 2015, Omer managed MOHAMED SUBHANI directly Subhani is one of the most valuable people I have ever met. Deadline oriented, eager, energetic and result driven Manager. Is ready to deal with difficult situations and solve the problems on time. Always maintains very good relation with co-workers and clients.
- **ADIL RIAZ MOHAMMED/Owner, Contour Steel Engineering India Private Limited**June 27, 2014, MOHAMED SUBHANI worked with ADIL RIAZ in the same group,Subhani very dedicated, hardworking with excellent subject knowledge, resourceful & helping.
- **Tariq Qureshi Director at JSA Global Ltd(Dubai UAE)**June 12, 2014, Tariq managed MOHAMED SUBHANI directlyWhen Subhani joined Edgen Murray way back in the late 90's, I saw in him as a young enthusiastic lad willing to take up the various challenges and improvements we imposed upon him. As the company evolved and grew, Subhani was nominated within the UAE and became a member of the task force that was introduced around the Group's global network to develop a fully integrated system. During the course of this very successful development, Subhani expressed his intention to further his studies and I had no hesitation in sponsoring him on behalf of Edgen Murray.The rest was history and I must admit, whilst I am equally pleased to see Subhani's progress, I would have no hesitation in recommending Subhani as he steers himself forward through his career path.
- **Sarwar Ali(Dubai UAE)-June 12, 2014**, Sarwar worked with MOHAMED SUBHANI in different groupsMr. Subhani was a System Analyst with Murray International Metals which later changed over to Edgen Murray Corporation after sell out. He was a good knowledgable and hard working person and was responsible for assisting the entire company and its staff to keep the system running un-interruptable This was during my stay with MIM for 10 yearsRegardsSarwar Ali
- **Jay Richea AmitDigital Producer(Melbourne,Australia)**June 4, 2014, MOHAMED SUBHANI worked with Jay Richea in the same group Subhani managed our offshore office and did a fantastic job initiating many different projects particularly in relation to Digital Marketing and brand building.I would highly recommend Subhani for any prospective role he encounters.

- **M.Rizvi Ismail Managing Director Cedar Rapids PVT Ltd Kandy Srilanka Jan 2017** -After trying a few other I.T. companies to design our web site i contacted Mr.Subhani Lafir from Envartis Global Solutions.He had our web site on line within three months.I recommend his company to anyone for their efficient professionalism.
- **Marlon DeZilva Director AAA Group of companies –Kenya.May 2017** - I enjoyed working with Lafir on a new project of ours and he is a dedicated individual with full of ideas and is an extremely professional person in his field and a forward thinker.
- **Mohamed Shaihan Lafir President/CEO Pascal Maritime Group of companies Malaysia.August 2017**
Our association with Envartis Digital began since October 2015,we have found Subhani Lafir and his team to be highly dependable,creative,pro active in advising Pascal Group on how best we optimize technology for business.We are already seeing benefits from the solutions proposed and implemented by Team Envartis Digital. As Pascal Group Malaysia continues its expansion into global markets,we continue relying on a technology partner as Enavrtis Digital to assist us reach new levels of growth within the south east region and beyond.
- **Naseer saleh alghoson of Riyadh Saudia Arabia 11563 P.O Box 52035.December 2017** AllWhispers.com is a social media application specifically developed to cater to both the Saudi Arabian and Middle Eastern community groups. Initially we developed a web based application in the year 2015 to satisfy internet user base, realizing the shift of a large userbase to mobile technologies we then began development of the mobile based version in 2017.We are very happy with Mr Mohamed Subhani Lafir professional approach, technological knowledge and futurist vision which has tremendously helped myself & my project to be successful for many years now.
- **Mohamed Rafi Lafir – CEO Risklogsys.com Dubai UAE. January 2018** – I contracted with Subhani and his team to develop our company website, I found Subhani and his to team to be professional,dedicated,accurate.I would have no hesitation in recommending Subhani and his services to anyone looking for IT solutions.

QUALIFICATIONS SUMMARY

- 1.MBA University of Leicester United Kingdom
- 2.National Computing Center(NCC) UK
- 3.Microsoft Certified Professional (MCP)
- 4.ESI Business Consulting
- 5.OpenBravo ERP Solutions Consultant
6. Pearson Test of English(PTE)

SOCIAL MEDIA LINKS

Linkedin : <https://www.linkedin.com/in/mohamedsubhanilafir/>

Facebook : <https://www.facebook.com/subhani.lafir>

Non-Related References

Omar Fareed
Chairman
Envoyortus PVT Ltd
Level 6, East Tower, World Trade Center
Colombo , Srilanka
Mobile : 077 777 7666