

Contact

www.linkedin.com/in/alisohani
(LinkedIn)
alisohani.com (Personal)
alisohani.wordpress.com (Blog)
optimizia.co (Company)

Top Skills

Management Consulting
Agile Methodologies
Artificial Intelligence

Languages

Hindi
English (Full Professional)
Urdu (Professional Working)

Certifications

Project and Programme
Management
IBM Data Science Specialization
Google Cybersecurity Specialization
Scrum Master Professional
Transformational Leadership

Honors-Awards

Rockstar Award at #Cubix10 -
(Company's 10 years completion
celebration)
- Winner of #FinTech #Hackathon
@MomentumTechConf2018
Keynote Speaker for "Emerging
Technologies Seminar" @ FAST
University
Exceptional Team Award [Product
Development and Delivery]
Key Achievement Award - [Product
Architect and Team Leader]

Publications

Book: The Radical Leap
Study of factors involved in
application of Transformational
Leadership

Ali Mohammad Sohani

Digital Transformation and Innovation Strategist | Enterprise Tech
Leader | Author and Speaker on Radical Leadership and Emerging
Tech
Canada

Summary

I'm an Innovation Consultant with over two decades of experience in the software industry, specializing in Data-Driven initiatives. I've led cross-cultural teams, nurtured high-performance cultures, and built impactful products. I got lucky enough to profitably exit/ sell two startups in Chatter-Bot and match-making-based IR tech in my career while also learning from my failures in two other startups. By the end of 2023, I've advised over 3 dozen startups, created around 2 dozen products, and led 7 major digital transformation initiatives.

Provided solutions to Fortune 100/ Global 500 and elite-profile organizations such as:

* US/ North America/ Europe: Estée Lauder - Clinique, Swatch Group - Tissot, Politico Inc, Fluent Inc, JPMorgan Chase & Co., Liz Claiborne, Bank of America, IndyMac Bank, Wells Fargo & Co, Bank One, Fannie Mae, National and Delaware Association for the Education of Young Children (NAEYC and DVAEYC), Cendant Corp, Tulsa International Airport, Samsung Electronics, AKDN, Kinaxis
* Middle-East: Emirates National Securitization Corporation (ENSEC), Lenders First Choice (LFC), EMC Corporation, Saudi Hollandi Capital (SHC)/ Saudi Hollandi Bank (SHB), Fransi-Tadawul/ Banque Saudi Fransi (BSF), SABB Securities/ Saudi British Bank, AlWasatah Malia, OOMCO, National Technology Group (NTG), DirectFN
* PK: Central Depository Company (CDC), HUM TV, GEO TV, CityFM89 (Dawn Media Group), Alfalah GHP Mutual Funds, Synergy Advertising, Manhattan Pakistan, Pak Media Com, Malir Cantonment, FOCUS Pakistan, Engro Corporation

Experience

Driving Deeper Engagement among End-Users via Hyper-Personalization and Automated Customer-Journeys

Study of Leadership Styles and their impact on Job Satisfaction and Employee retention

Optimization of course outlines and topic coverage order on the basis of weighted factors per students feedback and performance.

The Radical Leap

Author

March 2023 - Present (1 year 3 months)

A playbook for aspiring entrepreneurs and can-doers, emphasizing finding your voice, financial independence, and winning through consistency and luck. Quick strategies for differentiation.

Optimizia

10 years 11 months

Senior Principal Consultant, Director

September 2021 - Present (2 years 9 months)

Toronto, Ontario, Canada

Director, Fractional CTO

July 2013 - November 2021 (8 years 5 months)

Pakistan, UAE, Canada

OperateHUB

Co-founder/ Director

January 2023 - Present (1 year 5 months)

United States

OperateHub is a Unified Service Management Platform - a step ahead of the curve of an ordinary CMMS. It's a platform that unifies field service operations, asset management, and internal workflows.

The PAYTECH Book

Co Author

November 2019 - Present (4 years 7 months)

London, United Kingdom

Explored the impact of emerging technologies on the payment industry, including Distributed Ledger Technology, AI, RPA, and Advanced Analytics.

Multiple Startups

Strategic Advisor

April 2009 - Present (15 years 2 months)

Advised multiple startups. I specialize in:

- AI and RPA
- Big Data and Search Models
- Dynamic Pricing Models
- Crowd-Intelligence Systems
- Conversational Apps/ Chat bots/ Virtual AI Agents

- Interactive Experiences
- Smart Logistics Solutions
- Bionic Organization Strategies
- FinTech Innovations
- Highly-Scalable Cloud Solutions

Various Educational Institutions/ Colleges/ Universities

Guest/ Visiting Faculty

January 1999 - Present (25 years 5 months)

Coaching and training experience across various educational institutions.

Topics covered include:

- Radical Leadership and High-Performance Culture
- Artificial Intelligence and Data-Driven Innovation
- Decentralized Architecture and DAO
- Lean Startup and Entrepreneurship
- Enterprise Architecture Office
- Project Management Office
- Open-Source Advocacy

Bank Alfalah Limited

VP - Head of Data Products (Data Science Division)

July 2019 - November 2021 (2 years 5 months)

Pakistan

- Pioneered data products division, designed digital solutions for 1.2M customers, increasing branch-to-digital adoption by 25% (saving millions).
- Led data science team to build customer intelligence tools (Segmentor, PET, etc.) for personalized marketing, boosting acquisition (25%) and cross-selling/upselling (20%).
- Developed retention tools (RFM, Attrition Models) to reduce churn by 40% and increase Alfa App activation by 30%.
- Championed data analytics maturity (Level 2 to 4) and automated campaign workflows (CAT), improving contextual marketing efficiency by 50%.

Cubix, Inc

Chief Technology Officer

December 2015 - May 2019 (3 years 6 months)

- Strategic Visionary: Strategically planned and executed technology development and software production for accounts worth multi-millions.
- Global Impact: Shaped the technology landscape for major global clients across the US, Middle East, and Africa

- Innovation Catalyst - Pioneered in-house tech product development and data science initiatives.
- Team Builder - Nurtured and led a dynamic team of 80+ professionals in the Production Department.
- Projects Governance - Guided Project Managers and Business Analysts, ensuring on-time, in-cost, and high-quality deliveries.
- Process Maven - Developed robust standard processes for software development, project management, quality assurance, and client engagement.
- Domains Conquered - From FinTech to MMORPGs, worked on a broad spectrum of domains to deliver apt solutions to our clients.

CubixCommerce

Co-Founder

January 2017 - March 2019 (2 years 3 months)

A comprehensive platform addressing end-to-end business needs for online presence.

Features include:

- Backend and Native Mobile Apps: Empowering consumers and drivers.
- Chatter-Bot: Facilitating conversational commerce.
- Business Intelligence: Detecting supply-demand trends.
- Win-Win-Win: Benefits for vendors, consumers, and the platform.

Kifayat

Co-Founder

January 2018 - December 2018 (1 year)

A transformative FinTech platform leveraging AI, NLP, and ML algorithms.

Empowering the Unbanked: Uplifting underbanked masses toward “financial wellness.”

Key Products:

- Kifayat Ballot Committees: Digitizing savings management with encouraging habits that reap rewards.
- Kifayat Integrations: Open API and connectors to onboard other FinTech products.
- Kifayat DOST Bank: A friendly, conversational interface for financial guidance.

Innovation Recognition: Winner of the 1st Prize in the FinTech Hackathon at Momentum Tech Conference 2018.

Happyforce.co

Co-Founder

June 2016 - December 2018 (2 years 7 months)

Happyforce: Empowers companies to transform unengaged employees into high-performance change leaders.

Features:

Mobile Solution: A comprehensive app for the entire employee life cycle.

Chatbots: Guiding employees on company matters and growth.

Gamified Learning: Micro-LMS with personalized courses.

HRMS Integration: Seamlessly connects with your HRM and aligns with HR processes.

Nanosoft Systems

Data Scientist/ Consultant/ Director

January 2000 - November 2015 (15 years 11 months)

AI Pioneer: Founded a company specializing in Artificial Intelligence Systems.

Product Innovator: Developed cutting-edge solutions, including NLP chatbots and personalized content dashboards.

Avid Researcher: Led R&D across diverse domains, from NLP to machine learning and game prototypes.

Achievement:

Dev Studio and ALI chatbot maker engine won awards. Our chatbot tech was acquired in 2004.

National Technology Group

Head of MTR/ Project Management Consultant @ DirectFN/ Mubasher

December 2008 - March 2009 (4 months)

Riyadh, Saudi Arabia

NTG is the largest ICT company with \$ 2.3 Billion in annual turnover and over 3000 Employees in the MENA region. NTG has over 20 subsidiaries worldwide.

Strategic Leadership: Oversaw flagship product deployments for major banks and independent brokerages.

Product Leadership: Oversaw flagship product deployments for major banks and independent brokerages.

PMO Pioneer: Established essential project management processes and guidelines.

Collaboration Champion: Bridged business domain knowledge with technical expertise for seamless project execution.

Systems Limited

Lead Software Architect (Consultant Software Engineer)

March 2006 - December 2008 (2 years 10 months)

Worked remotely for Visionet Systems Inc. (USA).

Technical Leadership: Conducted architecture and design reviews, optimizing software development processes.

Team Leadership: Managed cross-functional teams, setting productivity goals and ensuring excellence.

SDLC Optimization: Key contributor to industry best practices adoption and productivity enhancement.

Client Ambassador: Collaborated with clients, ensuring tech alignment with business goals.

Glotech Inc

Project Lead/ Analyst Programmer

February 2004 - March 2006 (2 years 2 months)

- Spearheaded a development team, driving the creation of flagship products.
- Enhanced the Software Development Life Cycle (SDLC) and software design practices.
- Streamlined feature prioritization and scheduling, introduced workflow optimizations, and implemented new technologies.

Outreach Digital (Pvt) Ltd.

Senior Software Engineer/ Team Lead

September 2004 - June 2005 (10 months)

- Led the development team, focusing on SQL Server projects using the company's proprietary Data Abstraction Layer.
- Developed pioneering software solutions for the media industry, including Broadcast, Telecast, and Ads Management Systems.
- Created a JavaScript-powered application with ASP.net, enhancing user interaction on the web.
- Constructed a generic search engine and a lightweight web content management solution akin to a "wiki".

FAITH College of Information Technology

Consultant/ Software Engineer

June 2003 - January 2004 (8 months)

- Developed software solutions for the local industry while supporting the production of many.
- Implemented an interpreter-based programming language named "FAITH".
- Trained staff, co-ops/ interns on Java, C++, and .NET Beta versions - newly released.

Digisoft

Solutions Developer/ Consultant

August 2002 - June 2003 (11 months)

- * Developed solutions for SMEs in Visual Basic 5.0 and 6.0.
- * Developed and managed the organization's website.
- * Coached and trained the staff in skills of Visual Basic programming.
- * Offered consultancy on Visual Basic solution development to professionals with backgrounds in C++, Java, and FoxPro.

Education

Khadim Ali Shah Bukhari Institute of Technology

Master of Philosophy - MPhil, Management Science · (2013)