Rami Ayoubi

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Nationality: Lebanese **Marital Status:** Maried **Date of Birth:** 14th of August 1974

Academic Qualifications

1995-1997   Master Degree in Computer Engineering.
University of Balamand, Lebanon.

1992-1995   Bachelor Degree in Computer Engineering (With Honor)
University of Balamand, Lebanon.

Among the major courses: Data Communication (protocols and architecture), Advanced Computer Architecture, Digital Signal Processing, Digital Image Processing, Digital Filtering, Distributed Database, Theory of Algorithm, Artificial Intelligence: Neural Networks…Mathematics' (Algebra, Linear Algebra, Differential Equations, Probabilities and Statistics, Numerical Analysis), Programming Languages (C/C++, FORTRAN, Assembly Languages).

Academicals Projects:

Hardware and Software Projects:

Voltmeter, Frequency-Meter, Temperature Display, Digital Clock, Smart Traffic Light (The S/W Part is written in Assembly Language),Distributed Database Design under ORACLE platform applied on "Administration of Car's Registration" in Lebanon (Design and Lab's Implementation)
- Biomedical Engineering Project: It consists of detecting of the blood pressure diseases using Artificial Neural Network, the S/W part of it is written in C). The System consists of many stages:
    1. Capturing the blood pressure signal through a sensor to end up with a real time signal p (t).
    2. Converting the analogue signal p (t) to digital signal through A/D converter to end up with a digital signal p (n).
    3. Developing a C program running on a PC that displays the real time signal and detects whether the blood pressure is normal or not and if it is abnormal it will be classified under 3 abnormal cases. The Artificial Neural Network Techniques is used as the method of Pattern Recognition.

Software Projects:

Matrix Analysis, Image Processor, Training of Artificial Neural Network, 3-Dimentional Modeling, three-dimensional modeling etc… All these programs are written in C.

Technical Papers:

Telephony System, LAN (Local Area Networks: Topologies, protocols.

1991-1992 Lebanese Baccalaureate (Elementary Mathematics) with honor: College Notre Dame De Balamand, Lebanon (the courses are offered in French)

Awards:

1. **Fouad Sleiman Scholarship for the Academic Year 1992.**
2. **Scholarship from Hariri Foundation (Lebanese Educational Institute) from 1992-1997.**
3. **Honored twice by Hariri Foundation in the presence of the Formal Prime Minister Rafic Hariri (1996-1997)**
4. **Received Hariri Foundation Medal of Distinction on 1997.**

June 1996 – Sept. 1996

Dar Al-Handasah (Shair & Partners) Beirut, Lebanon.
On Hands Training in Transmission, Switching and Design.
(PSTN & GSM)

June 1995 – Sept. 1995

Societe Libanaise du Ciment, Chekka, Lebanon
On Hands Training involving C Languages; Developing small programs for the Data Center Processing Departments under UNIX.

Professional experience

October, 1997 up to July, 2007 Mirnah Technology Systems Ltd (MTS)
(Kingdom of Saudi Arabia, www.mirnah.com)

MTS is the business partner of Intermec technologies (www.intermec.com) in Saudi Arabia and the Gulf. The primary focus of MTS business is automation of the van-sales and presales forces.

October 1997 –2001   Systems Analyst

Experience and Responsibilities:

1. Designing, Maintaining and Installing Norand Comm's Peripherals(Hand Held Computers, Controllers, Docking Stations and Printers and Communications S/W (4920, 4921 and 6920).

2. Installing , maintaining a Route Accounting system called VANMAN, developed by a UK company called FGS or Idesta, with its all modules like Van Management module, Stock Ledger, Sales and Order processing, etc…

3. Full understanding of Intermec Communication Systems (4921, 4922, 6920) and Intermec Hand Held Computers (4410,4500,6212,6100,602,700)

4. Designing a Complete Route Accounting Solution called **RoutePro** written in Visual Basic under SQL database. This middleware is interfaced directly to the Intermec Standard Distribution Route Accounting Package(HHC S/W written in C++). STD is an Intermec product that has been implemented in many worldwide companies like Coca Cola, Philip Morris etc…

5. Working as Pre-Sales Consultant / Product Manager of RoutePro Reporting directly to the Business Development Manager.

   a. Conducting **RoutePro** sales presentations.
   b. Conducting Hardware presentation on all Intermec products.
   c. Full System Analysis.
   d. Drawing up the system configurations

6. Technical Candidate of MTS to the Sales and Marketing Intermec Conference held in Greece and undertaking 7 days Technical and Sales training on NORAND Mobiles Computers(4410,4500,6100,6212 etc…), Comm.'s Devices(4820 Controllers etc…), NORAND printers (4820,4812)

7. Intermec Technical and Sales Training on Radio Frequency and how to conduct an RF site survey for warehousing solutions.(3 days training)

8. Technical and Sales training on the VANMAN system (HHC and Backoffice)(6 days training)

9. Intermec Technical Training on Intermec Barecode printers and the Finger Print Languages(3 days)

10. Arabization of the Intermec Italian printer: 4812

11. Designing and implementing Lotus Notes Database for Sales and Suppliers correspondences, Technical documentation, and logging database for the support team including database replication across the company offices in the Kingdom.

12. Full Understanding of the NORAND Communication S/W's (4922,6920 etc…)

13. Full Understanding the NORAND Standard Distribution Route Accounting Route Acounting (Written in C++) from its General Functionalities down to the detailed file structure. This packages is implemented in many international companies like CocaCola, P&G etc…

14. Full Understanding the NORAND Dairy Distribution HHC S/W (Written in PLN) from its General Functionalities down to the detailed file structure. This packages is implemented in many international companies like Al Marai (www.almarai.com) based in Saudi Arabia. (1000+ Routes)

15. Full Understanding of a Route Accounting Package Written in PLN by an international company called Data Media based in Greece from its General Functionalities down to the detailed file structure. This package is implemented in many local companies like Binzager (1000+ Routes and Arcoma (45 + Routes)

16. Full Understanding the NORAND Sales and Delivery Merchandizing HHC S/W (Written in C++) from its General Functionalities down to the detailed file structure. This package is implemented in many international companies.

17. Adopting NORAND Standard Distribution as our Company Solution:

   a. Developing a middleware on top of it written in VB and the MS SQL as database platform.
      i. It acts as a middleware between the HHC S/W and the ERP systems

ii. It maintains the region, depot, area, routes, salesman, customers and items.
iii. It manages fully the temporary and general credit of the customer.
iv. It acts as a van management S/W used basically by the supervisors and area managers.
v. It acts as a depot level reporting tools.
vi. Etc…

b. Customizing and Arabizing the STD S/W to fit the Saudi Sales Market.
c. Managing 3 programmers to maintain the solution that is called RoutePro.

18. Designing, coding a Meter Reading Package written in C using NORLIB to end up to a real product running on 4000's and 6210 HHC's. The idea is to download using NORAND 4921 Comm's S/W all the customer details and some control files into the HHC's. The user would visit the customer, collect money, and capture the closing odometer. All the transactions are time and date stamped. A scanner is attached to the HHC to make sure the user is visiting the customer. At the end of the day, all the transaction is uploaded to the host for processing.

19. Designing ONLY an application for SCECO for field services: The technician will be equipped with HHC to capture the oil, water, fuel, temperature reading in the power plant stations. All the data will be uploaded to the Back-Office for processing and analysis.

20. Technical and Sales training on Symbol products on HHC and Scanners.

21. The company candidate to attend GITEX event in Dubai for 3 Years.

22. The company candidate to attend Intermec ICOMMS event in USA-Miami and from this event the idea comes to purchase the Intermec **RoutePower32** S/W than runs on PPC and thus replacing the obsolete DOS application.

Project Management:

1. Installing and Maintaining VANMAN (Backend and HHC S/W) with all its modules (Van Management Module, Stock Ledger, Sales and Order Processing, Customer Ledger,…) in a company called Savola based in Jeddah. Total Vans Installed are 100 HHC of Model 4500.

2. Olayan: The project consists of integrating the RoutePro HHC S/W directly to the Olayan ERP, MFGPRO and customizing the HHC S/W to fit their business needs. Total Vans Installed are 45 HHC of Model 6100.

3. Upgrading the HHC system for Al Marai Company from the 4000's to 6212 series thus converting the application to run smoothly on the new platform including full Arabizations.

4. Upgrading the HHC system for Binzager Company from the 4000's series to the 6100 series thus converting the application to run smoothly on the new platform including Arabizations.

5. United Food: The project consists of implementation of RoutePro system (backoffice and HHC), customization of the S/W to fit their business needs, and integrating of the RoutePro back-office into their ERP system, BAAN. The total vans installed are around 100 of Model 6212.

6. Najdiyah: The project consists of implementation of RoutePro system (backoffice and HHC), customization of the S/W to fit their business needs, and integration of the RoutePro back-office into their ERP system, ORACLE. The total vans installed are around 60 mixed of 6212 and 6100.

7. Savola: The project consists of replacing their old route accounting S/W the VANMAN mentioned in point 1 with RoutePro system and customization the S/W to fit their business needs by keeping their existing hardware.

8. Implementing a pilot with 2 HHC's for a company called Western Bakeries.

October 2001 –June 2007 Senior Systems Analyst

Experience and Responsibilities:

1. Designing a complete Route Accounting Solution called **RoutePro32** written in Visual Basic with the SQL database. This backend is interfaced directly to the Intermec Route Accounting package called **RoutePower32** (HHC S/W written in EVC++). **RoutePower32** is an Intermec product that has been implemented in many worldwide companies in the US and Australia. **RoutePower32** is an application than runs on the Intermec PPC devices like the 700 series.

2. Working as Pre-Sales Consultant / Product Manager of **RoutePro32** Reporting directly to the Business Development Manager.

3. Technical and Sales Training in Dubai on Intermec Barcodes Printers and RF Networks.

4. Technical and Sales Training in Dubai on Intermec 700 series.

5. Managing a 3 programmers (One is dedicated for RoutePower32 and two are dedicated for the BackOffice Systems)

Project Management:

1. Al Marai: The project consists of replacing their old DOS HHC's (6212 as hardware and the NORAND Distribution Dairy as Software) with the PPC 700 rumming RoutePower32. The project consists of:
   a. Full Arabization of RoutePower32 using Moughamrat Arabic Layer.
   b. Customization the RoutePower32 to fit the Saudi Market in general.
   c. Customization the RoutePower32 to fit the Almarai requirements.
   The total vans installed are around 1000+

2. Pepsi International-(Jordan): The project consists of integrating the **RoutePower32 merchandising module** into Pepsi International back-office called MEA S&D than run on ORACLE platform and customizing the merchandising module to fit their business needs.
   The total vans installed are around 25+

3. Switz: The project consists of implementation the RoutePro32 system (backoffice and HHC), customization of the S/W to fit their business needs, and integration of the RoutePro back-office into their ERP system, ORION.
   The total vans installed are around 150+

4. BAT Kuwait: The project consists of replacing of their old route accounting system purchased from ValueTech Company based in South Africa with RoutePro32 system, customization of the S/W to fit their business needs, and integration of the RoutePro back-office into their ERP system, FAIMS.
   The total vans installed are around 50+

5. Conducting full systems analysis for BAT Jordan, BAT Egypt and BAT Saudi Arabia.

6. Pepsi-Jumaih: The project consists of implementation of RoutePro system (backoffice and HHC), customization of the S/W to fit their business needs, and integrating of the RoutePro back-office into their ERP system, ORACLE.

7. Pepsi-Sipco (Jeddah): The project consists of replacing their old route accounting system purchased from Idesta Company based in UK with RoutePro32 HHC S.W, customization of the HHC S/W to fit their business needs, and integration of the RoutePro32 HHC S/W into a new Back-Office system developed by a company based in Pakistan.
The total vans installed are around 300+

8. Pepsi International-(Fritolay-Turkey): The project consists of integrating of all modules of RP32 (Van Sales, Pre Sales and Merchandizing) into Pepsi International back-office system mentioned in point 2 and customizing the HHC S/W to fit their business needs. After Successfully implementing the system in Turkey, the whole system was deployed in SMLC (Pepsi Bottler in Lebanon), Pepsi Cola Egypt, Pepsi Cola Jordan, Fritolay Pakistan and Saudi Snacks in Saudi Arabia. I have acted the main contact and the project leader for PBI and my responsibilities/tasks are as follows:
   a. Putting the Turkish font on the 6820 printer for Fritolay Turkey.
   b. Arabizing the Bluetooth PB42 with Intermec US for SMLC Lebanon.
   c. Maintaining one version for all the PI owned companies (Lebanon, Turkey, Saudi Arabia, Pakistan, Jordan, Egypt)
   d. Full version control, technical documentation and user guide, support, fixing and resolving issues remotely.
   e. Managing 2 programmers for this account.
   f. Pre-Sales consultant for PI.
   g. Conference room pilot in each of the mentioned countries for S/W and Hardware presentations and drawing up their requirements.
The total vans installed are around 1300+

9. Olayan: The project consists of replacing their old route accounting system RoutePro with RoutePro32 system, customization the S/W to fit their business needs.

10. Pepsi International in Dubai – AC Nelison: The project consists to incorporating a GPS solution in RP32 to capture the (X,Y) coordinates in each customer visit and use the RP32 merchandising module.
The total vans installed are around 5+

From July, 2007 to October 2011 Maliatec member of Malia Group (Lebanon, www.maliatec.com)

July 2007 up to October 2011 Product Manager

Maliatec is the business partner of Intermec technologies (www.intermec.com) in Lebanon and Levent.

Experience and Responsibilities:

My role as Product Manager is to write software product specifications in mobility on intermec technologies hardware (www.intermec.com) , to highlight on specific areas of technology and how to deploy them, to provide expert consultations to the Software and System Engineering forces, and to provide full assistance in both presales and postsales.

Experiences and Responsibilities:
1. Inventory solutions.
2. Field service solutions.
3. Writing detailed functional specifications in mobility both in mobile computer and middleware:
    a. Asset Tracking.
    b. Inventory Management.
    c. Sales Floor.
    d. Presales and Cash Van.
    e. Collection.
    f. Inspection and Survey.
    g. Ticketing.
    h. Meter Reading.
    i. In Fight-Sales.
    j. Document Tracking.
    k. Warehousing.
    l. Cooler Management.
    m. GPS Tracking.
4. Writing user manuals for all products.
5. Testing the products and new modules.
6. Extensitive hand on experience in intermec hardware like :CN3, CN3e, CN50, CS40, CK3,CK31, 6822, PB43, PB3 etc…system configuration, reflashing, upgrading, troubleshooting etc…
7. Extensive experience in Device Management Solutions like SmartSystems and Skynax.
8. Good hand on experience in RFID.
9. Enforcing version control for all products and making great products that is high parameterized that fits every operation and every customer requirements.
10. Optimizing product performance both in software and hardware level.

From January, 2012 till Present Asmaa For Technology (My Own Office) (Barghoon Koura, www.maliatec.com)

January 2012 Till Present Product Manager- Owner

1. Developing MY OWN products:
    a. Entreprise Management Solution – Aram For Sales: Sales, Accounting and Warehousing
    b. Licence Management Solution.
    c. General S/W development based on customer requirements.

2. All the products are written in C# under SQL Server Database.

From January, 2013 till Present Beirut Arab University

January 2013 Till Present Specialist – Computer Lab Administrator.

1. Teaching Assistant in courses: Introduction to Programming, Discrete Math (I and II), Concept of Programming, Computer & Society, Introduction to Human-Computer Interaction, Object Oriented Programming, Digital Circuit, Data Structure, Computer Architecture and Organization and Database System.

2. Many responsibilities:
   a. Maintaining 50+ computers in two labs.
   b. Monitoring exams.
   c. Working in the quality assurance tasks of the faculty of science.(ABET)
   d. IT support of BAU portal.
   e. IT support for the students and staff.
   f. IT support for Moodle.
   g. Maintenance of the faculty of science web page.

Travel Experience:

Country	# Of Time	Purpose
Egypt	3	1. Sales Presentation on RoutePro32 for BAT Distributors. 2. System Analysis for BAT distributor. 3. HHC Implementation and training for Pepsi Egypt
Jordan	3	1. Sales Presentation for BAT distributor. 2. System Analysis for BAT distributor 3. Implementation of RoutePower32 for Pepsi International
Kuwait	3	1. Sales Presentation on RoutePro32 for BAT Distributor. 2. System Analysis for BAT distributor 3. Implementation of RoutePower32 system for BAT 4. Sales Presentation for Pepsi Bottler
Qatar	1	Sales Presentation for Ali Bin Ali
Lebanon	4	1. Integration meetings with Pepsi International 2. HHC Implementation and training for SMLC
Greece	1	1. Intermec Training
USA-Miami	1	1. Attending intermec I.Comm's conference
Dubai	>21	Training, development, attending GITEX, support etc…
Turkey	6	1. Implementation of RoutePower32 2. Support and Consultations
Jeddah	>40	Sales Presentation, implementation, analysis, support, training etc…
Khobar	>30	Sales Presentation,

		implementation, analysis, support, training etc…
Pakistan	1	HHC Implementation and training for Pepsi Pakistan.
Syria	1	Training

Reference Names:

Name and Designation	Company Name and comments	Telephone and E-Mails
Abdul Rahim Abdul Rahim, **Vice President**	Mirnah Technolgy Systems, Riyadh	00966505422740 a.abdulrahim@mirnah.com
Shubhrajit Sen **IT and Sales Manager**	Al Marai Company, Riyadh	00966503220340 shubhrajit.sen@almarai.com
Carla Eid **Business Solution Manager**	Pepsi International	009613242570 Carla.Eid@intl.pepsi.com
Tony Nasr **Business Development Manager**	Intermec Technologies, Dubai	00971506574910 tony.nasr@intermec.com
Tarek Hassanieh **Regional Sales Manager**	Symbol Technologies/Motoralla	00971506574910 t4rekh@hotmail.com
Shahid Mohiuddine **IT Manager**	SIPCO Pepsi Jeddah	00966504427115 Shahid.Mohiuddin@sipco.net.sa
Shahid Mahmood **Senior Systems Analyst**	Olayan GTC Company, Riyadh	00966564108754 s.mahmood@oshco.com
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