



Adnan Salim

Business Intelligence Consultant

Solution Architect | Data Analytics | Agile Methodology | Project-focused



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CORE STRENGTHS & ENABLING SKILLS

- Project lifecycle management
- Requirements analysis
- Data Analytics Solution Development
- ITIL, COBIT & Lean exposure
- Practice/Functional Backlogs
- Business Intelligence & Analysis
- Risk Assessment & Mitigation
- Technical Training & Mentoring
- Change management
- Technical Reporting Skills
- Team Building & Leadership Skills
- Presentation & Communication Skills

TOOLS/TECHNOLOGIES & TECHNICAL SKILLS

Agile Methodology | Oracle ERP Cloud | Tableau | Power BI | Oracle EBS | Active Directory | Jira | Exasol | Prep Builder | Excel | Vlookups | Pivot Tables | Enterprise Systems (Salesforce, OBIEE & Sisense) | Python | TabPy | OTBI | BI Publisher | SmartView | Azure Cloud | Financials Reporting Centre | ADI Integration | HCM Extract | Java

PROFESSIONAL EXPERIENCE

Project Delivery Manager, (Clinical Trials Company), USA/Pakistan

Mar 2024 – Current

- Lead and deliver complex Business Intelligence (BI) projects utilizing GIS technologies for American healthcare sector client.
- Gather, integrate, and manage spatial data from diverse sources including real-time cell phone data.
- Perform advanced spatial analysis and geospatial modeling to identify trends, patterns, and correlations within healthcare operational data.
- Create compelling data visualizations (maps, charts, and graphics) to communicate insights to non-technical audiences.
- Collaborate with healthcare stakeholders, IT teams, and internal departments to implement data integration projects, ensuring seamless integration of real-time data with existing healthcare datasets.
- Develop and validate data management processes that comply with industry data security and privacy regulations, particularly those related to geolocation and personal data.

BI Consultant, Inseyab, GCC/Pakistan

Sep 2022 – Current

- Drafted strategic business intelligence roadmap, complete with data governance policies and tactical information safeguards.
- Created data analysis tools to allow teams to query acquired information for unique details.
- Utilized data visualization techniques to present and explain complex data sets.
- Assisted with creating data cubes and OLAP models to improve data analysis.
- Expert knowledge of data quality issues and of data cleansing techniques, using data quality tools and custom-designed systems
- Knowledge of metadata generated by data warehouses, experienced in designing a complete metadata management system
- Extensive knowledge of ETL architectures and techniques, coming from hands-on experience in many projects and from readings like "The Data Warehouse ETL Toolkit" (Kimball-Caserta).

Board Member, AxEase, Pakistan

Jan 2020 – Current

- Researched potential local, regional, and national funders and assisted in relationship building.
- Collaborated with other board members to develop and execute programs and initiatives to advance organizational mission.
- Staying up-to-date with respect to the entity's operation and determine when an issue might be resolved via interaction with and guidance from the advisory board.
- Challenging the business's thinking to consider what is outside the box and encourage innovation.
- Actively promote and make introductions on behalf of the company through personal network of business contacts including forwarding the company's business plan and other materials as requested.

Founder, Sustainable Dubai, UAE/Pakistan

Nov 2021 – Current

- Building a network of experts, startups, NGOs, corporates, and government representatives in the sustainability space.
- Act as advisory and matchmaker for founders seeking resources to build and scale their startups
- Developed and deployed presentations/reports/dashboards to create awareness regarding upcoming technologies and domain awareness
- Developed and implemented IT governance framework
- Developed and implemented SOPs for community procedures

Head of Technology & Data Analytics, The Good Climate, Pakistan/UAE

Jun 2021 – Nov 2021

- Stay abreast of technology/industry trends and innovation
- Work closely with business leaders to document personas, use cases, and journey maps for data management, analytics and business intelligence
- Develop and deploy a digital playbook for the implementation of a cloud based predictive solution

- Assisted the organization's Center Of Excellence team for data analytics in gathering, evaluating, and interpreting information on IT performance, process improvement projects, and important metrics. Carried out data quality checks and made sure that data was consistent between systems or sources.
- Expediently researched suitability of project management methodologies and suggested improvements on existing ones (Jira). Actively participated in implementing tableau best practices for dashboard design and performance tuning
- Consulted on server published data sets with IT for self-serve analytics (Exasol, Tableau Server), while supporting management and team members on enhancing reporting capabilities by analyzing existing reports and dashboards and creating new ones (Tableau Desktop & Prep Builder) from Excel and/or other data sources for process improvements
- Adeptly interacted with IT/admin team in troubleshooting platform implementation issues for smooth implementation of self-serve analytics by end users. Validated sales data using advanced Excel functions (Vlookups and Pivot tables) and Tableau ETL tool functionalities (Prep Builder) extracted from enterprise systems (Salesforce, OBIEE and Sisense).

Major Achievements:

- Developed/documented new functionality for ETL workflows (TabPy/Prep Builder). Utilized & updated knowledge of Tableau tools as it innovates with new features and integrates with Salesforce predictive analytics capabilities

Associate Consultant - Technical, Integration Xperts, Pakistan

Aug 2018 – Jun 2020

- Utilized Oracle Cloud standard tools, such as OTBI, BI Publisher, SmartView & Financials Reporting Centre for migration of ERP data and HCM Dataloader, Spreadsheet Loaders and ADI Integration tools for integrations within ERP and HCM
- Used BI Publisher, HCM Extract, Oracle Atom & Rest Feeds, while documenting, testing and building technical solutions in line with methodology. Adroitly connected Microsoft Power BI Desktop to various data sources especially Oracle EBS
- Developed complex queries, views, and stored procedures to support BI visualizations, with complete understanding of data modeling concepts, such as star-schema/snowflake schema modeling, facts & dimension tables. Created calculated measures/columns with DAX, while using slicers, lines, pies, histograms, maps, etc. to create correct data visualizations

Major Achievement:

- Successfully delivered technical solutions, integrations, data migrations and reporting on Oracle ERP Cloud

Techno functional Consultant, Various, Pakistan

Aug 2014 – May 2018

- Managed relationship between clients and software development teams. Assessed client objectives and translated client requirements to software development teams. Gathered data and performed quality assurance to develop databases
- Developed MIS reporting for ERP system which was integrated into functional areas, e.g. Sales, Finance, and Production
- Developed sales leads and conducted on-boarding activities for clients interested in product offerings that used AI and NLP to monitor and analyze data

Major Achievements:

- Worked with clients, such as Reportbrain, Techexons & ITIM Systems.

IT Consultant, Ammartech, UK

Jan 2011 – Jul 2014

- Supported in database development, requirements gathering & quality assurance, while assessing client requirements and coordinating with software development teams. Developed MIS reporting for ERP system and integrated into functional areas such as sales, finance, production etc., while escalating root causes and implementing corrective actions
- Developed and implemented IT policies and procedures. Conducted risk assessments and developed mitigation plans. Conducted IT audits. Implemented change management procedures.
- Generated management information systems reports and provided application support for operations and commercial teams using IBM Cognos BI and other back end systems. Delivered clinical trial databases using electronic data capture systems and developed relevant user documentation for staff members, while ensuring timely completion of project
- Analyzed and resolved IT performance issues. Developed and implemented performance improvement plans for IT systems. Managed IT projects and ensured that they were completed on time and within budget.
- Efficiently executed testing of system for usability, while enhancing productivity by developing & customizing in-house customized casework management database. Worked with IBM rollout team in integrating Oracle and other financial applications, avoiding downtime, ensuring data integrity and minimizing operational costs by using best fit practices
- Managed transition of new & changed services for media sector organization, while ensuring meeting of implementation criteria for live environment. Developed data integration packages for healthcare databases, including support and administration of IT operations and infrastructure systems. Upgraded and migrated project of SQL servers & databases
- Rendered support in discovery & inventory of SQL estate in preparation for migration/upgrade. Conducted Data Centre Media Library Audit focused on formulating strategy for tape barcoding, inventory management and auditing media storage vaults, including evaluation of adequacy & effectiveness of security controls in line with technical requirements

Major Achievements:

Worked with clients, such as Computacenter, NHS, Phoenix (ATOS Partner), Leigh Day, Capita, Dell & HiberniaEvros,

PROFESSIONAL QUALIFICATION

- **University of Bradford – School of Management, UK (2008)**
M.A – Finance, Accounting & Management
- **Shaheed Zulfikar Ali Bhutto Institute of Science & Technology – SZABIST, Karachi, Pakistan (2005)**
B.Sc. – Computer Science