

# MADEEHA QAYYUM

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## OBJECTIVE

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I am looking for a platform that could take advantage of my technical, computing, innovative and management skills while offering me a substantial growth towards my professional and research career.

## EDUCATION

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**University Of Central Punjab (UCP) - Bachelors of Computer Science (Honors) – April 2004.**

## Certifications

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**PRINCE2® Certified**

**SSYB & SSGB Certified (Six Sigma Yellow & Green Belt)**

**Cisco Certified Networking Professional (CCNA)**

**National University of Science & Technology (NUST) – Management Development Program**

**Red Way of Work**

## TRAININGS

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- AWS Solutions Architect – Associate
- Microsoft Azure Platform
- Scrum & Agile Methodology
- Red Way of Work
- Microsoft SharePoint
- Advance training on design and implementation of CTI Solution for Contact Center offered by Genesys, Framework Overview & Installation (FRI, FRO)
- Genesys Routing & Reporting (RRI).
- Genesys Voice Overview & Installation (GVO, GVI)
- Microsoft Certified System Engineer (MCSE) – 6 months training from Corvit Systems
- Cisco Certified Networking Professional (CCNA)
- RED HAT Linux training (By Corvit Systems (PVT) LTD., Lahore)
- Advanced Business Communication (By NAVITUS)
- Advanced Presentation Skills (By Nigel Allfrey Associates Ltd.)
- Conversations with Candor (By Simitri)
- Understanding of **SOA, TOGAF, ITIL, PMBOK**
- Understanding of **TIBCO & Contact Center applications like Siebel CRM, Oracle Fusion Cloud, CBS**
- Understanding of **SDLC, Oracle, MS SQL**

## PROFESSIONAL EXPERIENCE

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<b>Technical Project/Product Manager</b> Techloyce, UK (Remote)	<b>[Jan 2024 – Present]</b>
<b>Digital Project/Product Manager</b> MAF - Majid Al Futtaim, Dubai, UAE (Remote)	<b>[July 2022 – Dec 2023]</b>
<b>Technical Project/Product Manager</b> Techloyce, UK (Remote)	<b>[May 2021 – July 2022]</b>
<b>Technical Project Manager/Product Owner</b> QuickBills MD Pvt. Ltd., Pakistan	<b>[Feb 2019– May 2021]</b>
<b>Assistant Manager Digital Retail Solutions</b> Telenor Pakistan	<b>[March 2016– Jan 2019]</b>
<b>Contact Centre Architect and Technologies Expert</b> Telenor Pakistan	<b>[September 2012– February 2016]</b>
<b>Specialist Contact Center Planning &amp; Implementation-Team Lead Role</b> Telenor Pakistan	<b>[August 2010 – August 2012]</b>
<b>Specialist Contact Center Operations</b> Telenor Pakistan	<b>[May 2010 – July 2010]</b>
<b>Contact Center Technology Operations Executive</b> Telenor Pakistan	<b>[May 2008 – April 2010]</b>
<b>IT Operations Officer</b> Telenor Pakistan	<b>[September 2006 – April 2008]</b>
<b>Network Administrator</b> HITechLogics	<b>[September 2003 – March 2006]</b>

## Product/Project Manager Experience

- Setting up the product lifecycle process and standards (Strategy, Releases, Ideation and Features).
- Guiding the success of a product and leading the cross-functional team that is responsible for creating and optimizing it.
- Providing the deep product expertise needed to lead the organization and make strategic product decisions. The role spans many activities from strategic to tactical and provides important cross-functional leadership.
- Setting the creative process of generating, developing and curating new ideas.
- Articulating Product requirements in-line with business needs. This starts with requirement gathering from important stakeholders and translating these requirements into thorough descriptions and wireframes
- Leading brainstorming sessions with business owners and stakeholders, challenging the required and developing it into coherent requirements
- Setting a product vision and strategy and clearly articulate the business value to the product team so they understand the intent behind the new product or product release.
- Owning the roadmap and prioritize building what matters most to achieve the strategic goals and initiatives behind the product.
- Planning the product delivery and the timeline for implementation.

- Defining the release process and coordinating all the activities required to bring the product to market. This involves bridging gaps between different functions within the company and aligning all the teams involved — namely marketing, sales, and customer support. Responsibilities also include managing dependencies in and across releases to complete release phases and milestones.
- Ensuring constant optimization of product by defining and monitoring KPIs that define success of product

## Technical Project/Product Manager Experience

- Defining vision, strategy, team structures as part of Program Management
- Ensuring Implementation of project & product management standards and practices
- Responsible for managing a complete Product lifecycle
- SCRUM/Agile Product Management (Daily Scrums, Sprint Planning, managing Product Backlog, Sprint Reviews, Sprint, Retrospectives, Release Planning as required)
- Complete Portfolio Management
- Cloud Infrastructure Management
- Preparing RFPs and budgetary proposals for different clients in US, CA,UAE & KSA.
- Responsible for managing and delivering different IT projects inhouse
- Providing consulting and Implementation services for Microsoft Dynamics 365, Salesforce, Oracle Fusion Cloud, Odoo & Zoho suites. (CRM modules such as Sales, Marketing, Customer Service, Deals, Contact, Companies, Tasks, Activities, Reports, Social etc. and ERP modules for complete HRMS, Employees, Payroll, Leave Management, Performance Management; Inventory Management, Sale/Purchase, Invoices, Accounting, EHR, Clinic Management etc.), CMS/Wordpress
- Representing products at different platforms within US, CA, UAE, KSA & Pakistan.
- Preparing client-based demos for digital & SaaS products
- Websites and Web/Mobile Application development (Hybrid/Native Apps, Android/iOS, cross-platforms)
- Responsible for finalizing digital solution architectures and integrations
- Implementation of different products for clients (Salesforce, Zoho, Odoo, CRMs, CMS/Wordpress)
- Management of all software development teams (including Business Analysts, UI/UX team, Full Stack developers (both frontend & Backend), QA teams (Manual & Automation), Dev Ops and content writing team) and their KPIs
- Configuring and managing Enterprise Systems.

### *ERP Solution Development*

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- Responsible for development and implementation of a complete ERP solution (inhouse product with modules such as HRMS, Payroll, Performance Management, Inventory Management, Sale/Purchase, Finance, EHR, Clinic Management, Pharmacy Management etc.), initially targeting healthcare industries in Middle-east, KSA and Pakistan
- Implementing code structures and managing project code at Bit Bucket, Git Hub.

## ***AWS & MS Azure Deployments***

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- Managing deployments of projects at AWS & Microsoft Azure
- Implementation of AWS & Azure services for different clients in US and middle-east
- Ensuring website security standards, implementing SSL for different clients in US & middle-east
- Software licensing audit and management

## **Digital Retail Solutions Experience**

- Providing Digital solutions to Retail market in Pakistan (Digitizing the Core)
- Worked as Technology & Integration Lead in Digital SSC project (Digitalizing Sales & Service Center operations)
- Designing Digital Strategy for Retail market
- Digitizing conventional IVR for Telenor Pakistan (Mobile Application)
- Responsible for managing integrations through Enterprise Service Bus
- Responsible for all integrations (internal & external) with Telenor's Digital platform (Apps & Web Portal/Website)
- Implementation & maintenance of SharePoint for Digital domain
- Managing digital platform Infrastructure (servers/databases, backups)
- Overall software license audit and management for digital platform

## **Convergent Billing Solution Experience**

- Change Management for overall Billing domain as per business requirements
- Implementation of changes raised weekly
- Ensuring implementation of dynamic regulatory requirements

## **Telenor Pakistan IT Architecture Forum Member**

- Ensuring compliance to Service Oriented Architecture (SOA)
- Ensuring alignment with Telenor Group Target Architecture as per Group Strategy
- Ensuring cross functional alignment and identification of interplays for all development efforts in Telenor Pakistan's Contact Center & Digital Platform
- Developing Baseline & Target Architectures for Contact Center & Digital Department
- Developing and maintaining Contact Center & Digital Architecture repository
- Defining EA processes, procedures and standards as per Telenor Group's Target Architecture
- Ensuring & proposing new integrations of Contact Center & Digital Department with any 3rd party systems as per defined Architecture
- Managing all new implementations and Projects within Contact Center and Digital domain. Ensuring compliance to Enterprise Content Management System standards.

## **PROJECT & PRODUCT MANAGEMENT**

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- Implementation of project & product management standards and practices at Telenor as per Telenor Pakistan's Project Management Methodology
- Identifying and implementing processes with business and vendor

- Acting as an Integration lead for different Contact Center and Retail solution projects
- Evaluation and budgeting of different domains like Contact Center and Retail Solutions
- Designing product development frameworks according to best practices and industry standards
- Running prioritization cycles with business and delivering solutions as per business requirement
- Defining service level and operational level agreement with the vendors for managed service
- Implementing & Improving business processes keeping customer satisfaction in mind
- Training team members and managing knowledge transfer sessions

## Budgeting & Forecasting

- Forecasting & budgeting for overall Contact Center & Digital Technology domain as per Strategy numbers
- Managing CAPEX for CC Technology & Digital domain and coordinating with relevant teams for OPEX

## Contact Center Technology Experience

Administration and security implementation of converged contact center solution that include:

- Avaya Call Handling Solution
- Avaya CMS Reporting (Sun Solaris 9/Sun Blade 150)
- Unified IVRs (Interactive Voice Response)
- Genesys 7.6
- Genesys Voice Portals – GVP
- Genesys Studio Development – GSD

## *Projects Completed*

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- Dubai Ambulance Project – Improving response time, applying Six Sigma methodology
- Digital SSC – Digital Transformation of Telenor’s SSC operations
- Implementation of Workday HCM organization wide (Transitioning from In-house HRMS to Workday)
- Visual IVR – Implementing Digital App for voice IVR
- Transformation of Retail Solution for Telenor Pakistan through Digitization
- Organization wide integrations with My TelenorApp
- Genesys Advanced routing implementation using ERS solution
- Genesys Outbound Solution, Email Solution Implementation, Supervisor Implementation
- Genesys Integration Server for Wallboard solution
- Genesys Real time & Historical Reporting solution Implementation
- NICE Perform Recorders R3 Advanced Implementation
- Siebel CRM Integration with Genesys GPlus adapters
- Avaya ESS Solution Implementation and integration Expansion of 30 more PRI and 50 Agent Seats
- Genesys Integration with Avaya S8700
- CTI – Third party Agent desktop Implementation for Inbound, Outbound and Email
- Unified communications IVR Expansion and Solution integration
- Genesys 30 PRI/IVR expansion and Agent 50 Seats Expansion
- Hyperion Reports Solution Implementation
- Contact Center Platform migration from TDM to SIP media
- 345 IVR Charging implementation in Telenor Pakistan

- Overall Contact Center migration on BLADE technology
  - Migration of Telenor's Contact center primary site on VMWare
  - Contact Center migration (Shafi Mansion) to new location (KLP)
  - ABACUS OSP Relocation.
- Planning IVR CRs deployments through Genesys Studio Development application

### ***Contact Center Modernization Project (Digital Transformation)***

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Technical & Integration lead for Contact Center Modernization project, the project had a wide scope. As part of Telenor Group's Strategy towards *Simplification, Unification & Cost optimization (through TCO)*, Telenor Pakistan seeks to have a Unified Contact Center Architecture, supporting Digital integrations, thereby fulfilling business requirements effectively by eliminating legacy technology and completely transforming the platform

### ***Projects within Telenor Group***

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- Strategic In-sourcing projects:
  - DiGi Malaysia Prepaid IVR & Charging
  - Maritime Communication Partner (MCP) – Voice & SMS Solution
  - Telenor Comoyo – Web Chat Solution

### **System Operations Experience**

- Management of all Windows Operations related tasks (Active Directory, DNS etc.)
- Management of Thin Client solution for more than 100 clients
- Experience with VMware in thin client solution deployment
- Experience of Managing VMs and storages for Contact Center
- Coordinating with different departments and vendors for internal issues

### **Front end Operations Experience**

- Management of all tickets through Service Desk
- Troubleshooting and resolution of system & application related issues
- Co-ordination with different teams for problem escalation and resolution
- Co-ordination with vendor for all hardware related issues

### **Network Administration Experience**

- Network policies implementation
- Ensuring network availability to company and end user as per defined SLA
- Troubleshooting and resolution of network related issues both at System & Server side
- Monthly performance reporting to Management

## SKILLS

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- Cloud Technologies: AWS, APIs, Lambda, MS Azure
- Bit Bucket, Git Hub, CI/CD Pipelines
- ERP/CRM, MS Dynamics 365, SF, Oracle Fusion Cloud, Odoo/ Zoho, Workday
- SAAS, Cloud Platforms, CMS/Wordpress
- JIRA, Confluence, Trello, MS Project, Notion
- Microsoft EPM (Enterprise Project Management)
- Microsoft SharePoint, Slack, Monday.com, Clickup
- Microsoft Visio 2007/2010, MS Office, Office 365
- MS SQL Server, MY SQL, Postgres, Oracle 10g/11g
- Data Analysis, Google Analytics
- HTML 5, Genesys Call Flow Development (GSD7.6)
- WinTel, VMWare / Storages
- Project/Product Management (SCRUM/Agile)
- Process/Product Dev. & Standardization
- Copy Writing, Content Development
- Stakeholder Management
- Strategic Visioning & Product Planning
- Project Business Case Development
- TL9000 Standards (ISO 9001)
- ITIL Framework (ISO 20000)
- Strong Analytical & Leadership Skills
- Budget Management
- Relationship Building, Coaching
- Business Case Development
- Vendor & Contract Management

## STRENGTHS

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- Able to work as one person team; yet a team player
- Change Catalyst
- Self-motivated
- Quick learner
- Strong written & verbal communication skills / fluent in English
- Dedicated, hardworking professional resource
- Excellent organizational skills
- Punctual / Excellent time keeping & attendance record