

HISHAM ALKASSAR

Engineering Leader • Multi-Team Organizations • Platform Architecture & AI-Enabled Delivery
Dubai, UAE • +971 56 185 2208 • hisham.alkassar@gmail.com
[linkedin.com/in/hisham-alkassar](https://www.linkedin.com/in/hisham-alkassar) • alkassar.me • Arabic (Native), English (Professional)

SUMMARY

Engineering leader with 12+ years in software and 6+ years leading teams of 8 to 15 engineers across MENA and Europe, now as a manager of managers. Responsible for engineering across three business units at AW Rostamani Group, leading a 15+ person organization through five team leads in a squad structure I designed, on a platform whose monthly active users have grown from 7K to 20K since I took over. Delivery record: 95% on-time releases, feature lead time halved and platform costs down 20%. Previously ran the engineering function of an early-stage AI startup as the CEO's technical counterpart.

LEADERSHIP SCOPE

Organization	Designed the five-squad structure • 15+ person organization including five team leads, onshore and offshore • Three business units (After Sales, Sales, Certified Pre-Owned)
Ownership	Engineering strategy & roadmap • Architecture governance & standards • Hiring & performance management • Cost optimization • Vendor & stakeholder management
Platform	Cloud-native (Azure, GCP) • Microservices & API-first design • Event-driven messaging (RabbitMQ) • Kubernetes, Docker, Terraform • CI/CD & observability • Enterprise integration (Oracle ERP/Fusion)
Technical Depth	.NET Core • Node.js • React / Next.js • On-device ML • Mobile (iOS, Android, React Native, Flutter) • SQL & NoSQL
Domains	Automotive & retail • HealthTech (HL7/FHIR, regulated) • AI & IoT platforms

PROFESSIONAL EXPERIENCE

AW Rostamani Group	Dubai, UAE
Software Development Manager Engineering Lead for Three Business Units	August 2024 – Present
- Restructured the 15+ person engineering organization into five squads, each led by a team lead (backend, mobile, web, enterprise integrations, shared platform services), and lead engineering for three business units through them across Dubai HQ and offshore delivery centers. - Set the quarterly roadmap and make the headcount, cost and vendor decisions with senior engineering and business-unit leadership, then hold the five squads accountable to them. - Accountable for Connect, the group's digital service channel across After Sales, Sales and Certified Pre-Owned (CPO), with end-to-end ownership of the platform, its Oracle Fusion integration and a range of third-party systems. Since August 2024, monthly active users have grown from 7K to 20K and monthly bookings from 2,700 to 6,000. - Introduced AI-assisted development across all five squads, cutting bug-fix time by 30% and feature development time by 20%. Authored internal skill libraries encoding the service architecture and integration contracts, standardized inter-squad handoff documentation, and retained mandatory human code review as the quality gate. - Re-platformed onto cloud-native microservices provisioned with Terraform, cutting infrastructure and implementation costs by 20%. Most of the savings came from multi-tenant services shared across business units rather than duplicated per unit. - Made release discipline the first priority: CI/CD, sprint governance, quality gates and Sentry observability. On-time release rate is now 95% and average feature lead time has halved, from ten days to five. - Migrated two legacy platforms: an Oracle APEX system whose contractor support had ended, rebuilt in-house on Node.js, React and Next.js to bring maintenance under the team; and a mobile app stuck on an outdated Flutter version, rebuilt in React Native with a caching layer in front of the Google Places API, cutting its Google API costs by 90%. Unblocked the product roadmap that had stalled on both. - Established the organization's performance framework (KPIs, career ladders, individual growth plans), hired into the squads, and coach the five team leads, who run 1:1s and performance reviews for their squads, on delivery, architecture and career progression.	

Kuality AI

Dubai, UAE

Technical Lead | Engineering Function Lead, 8 Engineers

November 2022 – August 2024

- Owned the engineering function at an early-stage AI startup, reporting to the CEO: architecture, delivery, hiring and technical direction. Led 8 engineers building AI and IoT products on Azure.
- Cut development cycle time by 40%, driven primarily by automating the AI training pipeline and moving to containerized .NET Core and Angular deployments.
- Served as the CEO's technical counterpart, translating business direction into technical strategy and product decisions.
- Introduced structured code review and pair programming, removing single-engineer knowledge dependencies across the codebase.

Medicus AI

Vienna, Austria

Team Lead | 15-Engineer Distributed Team

November 2019 – November 2022

- Led a 15-engineer distributed team building Medicus AI's health-intelligence platform for European markets. Ran 1:1s, performance reviews and career planning across a multi-national organization.
- Re-engineered the .NET Core REST APIs, cutting API response time by 50%, on SQL and NoSQL stores with Docker and Kubernetes. Raised unit-test coverage to 90%, the primary driver of the platform's stability gains.
- Delivered the mobile SDKs adopted by labs, clinics and insurers across Europe, built to HL7 and FHIR interoperability standards.
- Implemented Fastlane-based CI/CD for mobile, halving the release cycle and enabling weekly releases.

CloudAppers → Medicus AI

Dubai, UAE

iOS Engineer → Senior iOS Engineer

January 2015 – November 2019

Joined CloudAppers in 2015; assigned full-time to the Medicus product from January 2017 and continued with Medicus AI after its 2018 spin-out as a standalone HealthTech company.

- Co-developed the Gesundheitscloud SDK for a major German health-data platform and the Medicus iOS application. Architected a C++ core SDK for cross-platform consistency. Mentored 5 mobile developers.
- Delivered 4 production iOS applications, including RTA Dubai and Visit Abu Dhabi 4.

EDUCATION

Bachelor of Computer Software Engineering | Arab International University (AIU)
Graduated 3rd in class.

2010 – 2015

AWARDS & SELECTED PROJECTS

- M-Government Service Awards 2017: Best Transportation Mobile App (RTA Dubai) and Best Tourism Mobile App (Visit Abu Dhabi 4).
- Independent projects: Emergency Management System for ENOC, 2022–2023 (.NET Core, ASP.NET Razor, Xamarin); WatHab course-management system and React Native app for the ICRC, 2021 (.NET Core, Angular).