

Ahmed Khaire

Founder & CEO, Nogbase · Salesforce Solution Architect

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— PROFILE

Founder, CEO, and certified Salesforce Solution Architect with 15+ years in enterprise technology and a decade at **PwC** designing CRM and PropTech solutions for the UAE's largest real estate, aviation, and free zone organizations. Now building **Nogbase** — the AI-powered operating system for property developers — and **AqarWorks**, a real-estate operations consulting practice serving the GCC. Proven record of translating complex business requirements into scalable architectures, leading cross-functional delivery teams, and advising stakeholders from engineers to C-level executives.

— KEY ACHIEVEMENTS

- ✓ Architected enterprise solutions for **12+ major UAE organizations** including Emaar, Nakheel, Majid Al Futtaim, Aldar, DIFC, and Emirates airline.
- ✓ Designed integration frameworks handling **50,000+ daily transactions** across ERP, payment, and document systems.
- ✓ Led technical delivery teams of up to **10 developers** across multiple concurrent enterprise implementations.
- ✓ Reduced document processing time by **60%** through automated PDF generation handling **5,000+ documents daily**.
- ✓ Achieved **95%+ user adoption** through intuitive solution design and comprehensive change management.

— EXPERIENCE

2024 — PRESENT · DUBAI, UAE

Founder & CEO

Nogbase

Building the AI layer that connects the real estate sales ecosystem — from project launch to commission payout. Nogbase is a B2B PropTech SaaS platform covering broker management, sales CRM, AI document generation, payment collections, 3D inventory, and customer handovers for developers across the UAE, expanding into KSA.

CURRENT · DUBAI, UAE

Founder

AqarWorks

Real-estate operations consulting — Salesforce CRM implementation, broker and customer portals, and workflow automation for developers and brokerages across the GCC.

MAR 2025 — JUN 2025 · DUBAI, UAE

Entrepreneur in Residence

Antler

FEB 2019 — DEC 2024 · DUBAI, UAE

Software Solution Architect

PwC

- Led solution architecture for enterprise Salesforce implementations across Sales, Service, Experience, and Revenue Cloud (CPQ) for real estate and government clients with 500+ users.
- Designed end-to-end architectures — data models, integration patterns, security frameworks, and scalability strategies — and presented technical roadmaps to C-level stakeholders.
- Architected complex integrations using Platform Events, MuleSoft, and custom APIs connecting Salesforce with Oracle ERP, SAP, and payment gateways.
- Established governance frameworks, security policies, and compliance standards; implemented CI/CD with Copado and Azure DevOps.

Notable projects: Majid Al Futtaim Properties — end-to-end Sales Cloud & CPQ for the property sales lifecycle · Aldar Properties — multi-cloud Sales, Service & Experience Cloud · DIFC & DMCC — free zone management with complex licensing workflows · Emirates & Etihad Airways — customer service transformation with Service Cloud.

OCT 2015 — JAN 2019 · DUBAI, UAE

Technical Team Lead

PwC

- Led and mentored technical teams delivering Salesforce projects — code reviews, quality assurance, and end-to-end technical delivery.
- Designed scalable Salesforce solutions and seamless integrations via APIs and middleware, covering data modeling, migration, and governance.

OCT 2014 — SEP 2015 · DUBAI, UAE

Senior Salesforce Developer

PwC

- Built custom solutions with Apex, Lightning Components, and Visualforce; mentored junior developers and optimized orgs for performance and scale.

— EARLIER EXPERIENCE

Software Developer · Cloud Concept, Dubai — Force.com solutions for government & private sector	2014
Software Developer · Vireton, Cairo — Ruby on Rails & Backbone.js web applications	2013 — 2014
Software Developer · Vezeeta, Cairo — ePrescription platform for doctors & patients	2012 — 2013
Software Developer · nhanc, Cairo — clinic management & accounting systems on Azure	2011 — 2012
Freelance Web Developer · Cairo — web & SEO projects for international agencies	2010 — 2011

— CERTIFICATIONS

- ✔ **Certified Application Architect**
Salesforce
- ✔ **Certified System Architect**
Salesforce
- ✔ **Professional Cloud Architect**
Google Cloud
- ✔ **Azure Solutions Architect**
Microsoft
- ✔ **Sharing & Visibility, Data, and Identity & Access Management Architect**
Salesforce
- ✔ **Platform Developer I & II · Administrator**
Salesforce
- ✔ **MCSO · Machine Learning · Deep Learning**
Microsoft · Coursera · Udacity

— SALESFORCE CLOUDS

Sales Cloud Service Cloud Experience Cloud Marketing Cloud Revenue Cloud (CPQ) Data Cloud

— TECHNICAL SKILLS

Apex & Visualforce Lightning Web Components Flow & OmniStudio REST & SOAP APIs Platform Events & CDC
MuleSoft & Informatica Azure & AWS & GCP CI/CD (Copado, Gearset) AI & Machine Learning

— ARCHITECTURE

Solution Design Documents Data Modeling & ERDs Integration Architecture Governance Frameworks
Scalability Planning Security & Compliance

— EDUCATION

Pre-Master's Studies, Computer Science

Cairo University

Postgraduate Diploma, Computer Science

Cairo University · 2009 – 2011

Bachelor of Law

Ain Shams University · 2004 – 2008

— PUBLICATION

Orphan Drug Legislation with Data Fusion Rules Using Multiple Fingerprints Measurements

Springer International Publishing, 2014

— LANGUAGES

Arabic Native **English** Fluent
