

Ali Shoukat

Solution Architect

Systems Architect | Business Architect | Manager | Leader

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Accomplished solution architect with a unique blend of marketing skills and technology expertise, successfully led digital transformation with customer-centric experience. Known for creating efficient processes and effective technologies, combining creativity, innovation, and a strategic mindset to achieve business objectives. A featured expert in webinars with industry giants like Adobe, Tealium, and OneTrust, who played a pivotal role in winning Cisco's MarTech award in 2018. Delivering business success by bridging the gap between marketing and technology.

EXPERTISE

Technology Management

Managed cross-functional ecosystem of integrated marketing technologies for connected customer experience.

System Development

Proficiency in SaaS technologies, cloud platforms, and end-to-end System Development Life Cycle for scale.

Data Technology

Deep knowledge of tracking data tags, tagging, collection, storing, and customer data management.

Solution Architecture

Vision, strategy, planning, design, architect, implement, scale complex solutions to build modular systems.

Web Technology

Hands-on coding of high-performance web applications and web services using front-end and back-end code.

Privacy Technology

Strong experience in data privacy and security for compliance with GDPR, CCPA, PIPL, and other regulations.

LEADERSHIP SKILLS

Strategic Thinking

Creative Innovation

Positive with Flexible Adaptability

Cross Functional Collaboration

Effective Communication

Solution Oriented

Influencing and Equalizing Leadership

SOLUTION SKILLS

Digital Marketing / Advertising / E-Commerce

Search Engine Marketing (SEM//SEO)

Content Management System (CMS / DAM)

Marketing Automation System (MAS)

Cookie Consent Management (DPP)

Tag Management System (TMS)

Data Analytics and Data Insights (CDP)

EXPERIENCE

Sr. Manager, Enterprise Architecture

Hilton | 01/2024 - Present

Lead a vision of innovative new digital data practice to enhance the business value through predictive, personalized, and effective digital customer experience at scale.

- Provide strategic data architecture, best practices, business recommendations, how-to guidance, technical solutions, E2E delivery, and implementation plan.
- Create a capability of data insights that will measurably improve CX to drive the business goals of increasing conversion, sales, loyalty, and brand advocacy.
- Unlock a culture of data intelligence across the enterprise with efficient business processes that save time and operation overhead with digitization / automation.
- Build modern technology eco-system with connected digital experience, content, activation, data, capabilities that are seamlessly integrated with business process.

Technology Innovation, Manager

Cisco Systems, Inc | 04/2017 - 01/20/24

- 200% faster go-to-market personalized experience. 65% customer opt-in with agnostic cookie consent . 95% effective tracking using 1st party server-side data.

Systems Architect, Manager

Alcatel-Lucent, Inc | 02/2012 - 01/2017

- Led cross-functional team to integrate various systems with multi-solution architecture using agile methodologies increasing customer acquisition by 47%.

Web Application Developer

Alcatel-Lucent, Inc | 06/2008 - 02/2012

- Managed, designed, prototyped, developed, coded, and maintained enterprise CRM / CMS / DAM across 100s of websites with 55% more deployment efficiency.

DOD Contractor / US Army

Department of Defense | 12/2006 - 03/2008

- Deployed to Iraq with the U.S. Army Special Forces. Gathered and analyzed military intelligence. Carried out tactical military operations.

TECHNICAL SKILLS

HTML / CSS

JavaScript / jQuery / JSON

Python / Java / MVC

JDBC / CRUD / SQL / DBMS / RDBMS

XML / XSLT / AJAX

Web Services / API (SOAP/REST)

Prototypes / Agile / Scrum

■ ■ ■ ■ ■ Adobe Experience Manager (AEM)

■ ■ ■ ■ ■ Adobe Target (Personalization)

■ ■ ■ ■ ■ Adobe Analytics

■ ■ ■ ■ ■ Adobe AEP / CDP / DMP / SDK / Edge

■ ■ ■ ■ ■ Amazon Web Services (AWS)

■ ■ ■ ■ ■ Tealium (Tag Management - TMS)

■ ■ ■ ■ ■ OneTrust (Data Privacy - DPP)

EDUCATION

Master of Information Systems Management

DeVry University | 03/2014

Bachelor of Computer Information System

DeVry University | 03/2009