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Professional summary

Applied AI Architect and hands-on builder with 15+ years in customer-facing technical roles across EMEA, embedding with enterprise engineering teams to move them from AI prototypes to production. Daily power user of Claude Code and the Claude developer platform: I ship code, build MCP servers, sub-agents and evaluation frameworks, and redesign the SDLC around AI-native development covering code review, testing, CI/CD and governance. Production experience with LLMs spanning prompt and context engineering, agent design and multi-agent orchestration (A2A, MCP, RAG). Comfortable across the room, from individual contributors to engineering leadership to business stakeholders, with cloud-native deployment on AWS, GCP and Azure. High agency, iterative delivery, accountable to clear outcomes: prototypes, working code, workshops and specs that take customers from demo to deployment.

Core capabilities

Power user of Claude Code and the Claude developer platform; hands-on engineering, shipping and operating production code; building MCP servers, sub-agents, agent skills and deployment configurations; LLM evaluation frameworks, prompt and context engineering; multi-agent systems, autonomous reasoning and agent design (A2A, MCP, RAG); AI-native SDLC redesign covering code review, requirements, testing, documentation, branching and governance; CI/CD pipelines, model monitoring and productionisation; cloud-native deployment on AWS, GCP and Azure; containerised AI deployment with Docker and Kubernetes; LLM orchestration tooling such as LangChain, Langflow and FlowWise; running developer enablement labs and workshops that take teams from beginner to power user; discovery into engineering toolchains, workflows and organisational dynamics; Adobe Experience Platform and Generative AI architecture; partner ecosystem leadership, GTM strategy and cross-region advisory; governance, privacy, consent and compliance.

Employment history

Adobe | Enterprise AI Architect – EMEA

Oct 2025 - Present

- **Enterprise Agentic AI Strategy & Orchestrator Leadership:**
Drove the enterprise adoption of agentic AI within Adobe Experience Platform Agent Orchestrator, enabling automated decisioning and scaled personalisation across large organisations. Delivered agent-orchestrated workflows by integrating multi-agent patterns directly into AEP Agent Orchestrator reasoning and planning multi agent tool.
- **Led cross-functional AI strategy across Product, Engineering, Consulting and Field teams** to align Adobe's AI platform direction, shape roadmap decisions and accelerate enterprise adoption of agentic and generative AI capabilities.
- **Provided leadership in defining Adobe's AI platform adoption patterns**, creating reference architectures in collaboration with the partners and engineering team (by participating in tech deep hackathons), agentic frameworks and reusable solution assets that accelerated customer and partner deployment velocity.
- **Influenced multi-million dollar** partner-led pipeline through AI-first opportunity shaping, pre-sales architecture and solution advisory across EMEA.
- **Ecosystem Enablement through A2A and MCP Integration:**
Built and shipped interoperable agent networks with global consulting firms, hand-coding agent-to-agent integrations and MCP servers (A2A, MCP) and the deployment configurations to run them in production, accelerating scalable agentic adoption.
- **AI Product Influence and Pre-Sales Leadership:**

Guided solution design and enterprise readiness for Adobe LLM Optimizer and Site Optimizer, supporting sales, product and engineering alignment. Developed reusable AI POVs, storytelling assets and value frameworks to accelerate enterprise adoption.

- **AI First Enterprise Architecture & Cloud Integration:**

Led AI-first transformation programmes that unified data, intelligence and activation across Adobe Experience Cloud and hyperscalers. Architected cloud-native AI runtimes to operationalise customer experience, content and data intelligence.

- **MLOps Governance and Production Deployment:**

Established enterprise MLOps practices ensuring secure, reliable and compliant deployment of GenAI and agentic workloads. Build CI/CD pipelines for model deployment, monitoring and continuous optimisation in production environments.

- **AI Engineering Enablement & Developer Upskilling:**

Ran hands-on coding labs and workshops that took partner and internal engineering teams from beginner to power user on AI-native development tools, pairing on real code, reviewing pull requests and providing code-level support to measurably change how teams ship software.

- **Hyperscaler Co-Innovation & AI Accelerators:**

Co-created joint accelerators with Microsoft and AWS to align Adobe AI with hyperscaler agentic frameworks and enterprise cloud strategies. Integrated Firefly services into the Content Supply Chain to modernise content automation, governance and creative operations.

Adobe | Partner Technical Lead – EMEA

Dec 2021 – Oct 2025

- **Founder of Developer Enablement Platform (DEP) programme:** Led AI-driven development of Adobe Experience Platform (AEP) verticalised solutions, collaborating with Adobe Solutions partners to integrate diverse tech stacks, accelerating platform innovation.
- **Executive GTM Strategy and AI Innovation:** Spearheaded go-to-market (GTM) AI-powered solutions with partners, leveraging advanced machine learning models to integrate AEP into diverse ecosystems, driving technological innovation and market leadership.
- **A I-Driven Partner Ecosystem Growth:** Architected data-driven, multi-faceted programmes that utilised AI to enhance partner engagement and adoption of AEP, strengthening the platform's value proposition across industries.
- **Executive Leadership in EMEA:** Directed AI and data analytics initiatives to lead EMEA partner technical programmes, delivering measurable improvements in AEP adoption, integration, and satisfaction through AI-powered decision-making.
- **AI-Enhanced Pipeline Strategy:** Applied advanced analytics and AI to evaluate the AEP Partner creation pipeline, identifying strategic interventions that boosted partner engagement, platform adoption, and alignment with global sales objectives.
- **Technical Hackathons and Training:** Organised and led technical hackathons and technical sales training via Adobe Real-Time Customer Data Platform (RTCDP) and Customer Journey Analytics (CJA) Masters, driving innovation and skill development in partner ecosystems.
- **Technical thought leader:** Architect multi-faceted programs cultivating robust Partner Business ecosystem for Adobe Experience Platform, enhancing value proposition.
- **API Integration:** Architect Adobe Experience Platform solutions that integrate third-party APIs with internal systems, ensuring compatibility, performance, and data security. Work closely with external partners to design and implement API interfaces.

Adobe | Principal Solutions Consultant | EMEA

Mar 2016 - Nov 2021

- **Principal Development Manager:** Advanced Microsoft business practices and Adobe Experience Platform (AEP) on Microsoft Azure for top strategic clients across EMEA, driving partner readiness and solution evangelism to enable partners in closing high-value opportunities and achieving revenue targets.
- **Partner Enablement Leadership:** Led enablement efforts for AEP with major partners, including Deloitte, Cognizant, Dentsu, Accenture, Ernst & Young, Microsoft, Publicis, and WPP.
- **AEP Evangelism:** Delivered value across partner ecosystems by driving adoption of Adobe Experience Platform through scalable, one-to-many engagements.
- **Strategic Collaboration:** Collaborated with Adobe Consulting Services to scope AEP opportunities and create tailored solutions for strategic clients.
- **Innovation and Custom Solutions:** Developed innovative value propositions and built custom solutions using Adobe I/O and Experience Cloud. **Visionary Demonstrations:** Created and presented visionary 'art of the possible' demos at major conferences and events, including Adobe Summit.
- **Expertise in Adobe Experience Cloud:** Demonstrated deep knowledge of AEP and Adobe Experience Cloud (Marketo, Campaign, Analytics, Target, AEM, Ad Cloud, Magento) to clients and partners.
- **Competitive Insight:** Maintained expert-level understanding of PaaS, CDP, DMP, and competitive ecosystems in advertising and marketing technology, providing strategic insights.
- **Data Management and Governance:** Stayed ahead of trends in data management and audience segmentation, specialising in 1st, 2nd, and 3rd-party data management, and advising clients on GDPR and CCPA data governance.

Qubit | Senior Sales Engineer | London

Nov 2014 - Mar 2016

- **Customer Solutions Development:** Analysed customer challenges and developed tailored demonstrations to address key business needs, providing technical overviews of Qubit's product architecture, functionality, and data integration.
- **Sales and Engineering Liaison:** Acted as the primary liaison between sales, global services, decision engineering, product engineering, and marketing teams to ensure clear communication of customer requirements and drive solution development.
- **Custom Demo Reports:** Collaborated with the analytics team to build customer-specific demo reports using Tableau and other BI tools, showcasing the capabilities of Qubit's Decipher product.
- **A/B Testing and Personalisation:** Partnered with the Customer Success team to design and implement A/B testing and personalisation strategies, improving client satisfaction and outcomes.
- **Product Knowledge Expertise:** Utilised deep product knowledge and customer insights to develop impactful sales collateral, enhancing the sales process and driving client conversions.

Intent HQ | Head of Solutions Architect | London

Feb 2014 - Nov 2014

- **Client Technical Requirement Scoping:** Collaborated with the sales team to identify and scope client technical requirements, ensuring tailored solutions were developed to meet business needs.

Janrain | Enterprise Solution Architecture

Apr 2013 - Feb 2014

- **Enterprise Solution Architecture:** Architected custom enterprise solutions by analyzing client requirements and assessing project risks, delivering scalable implementations across diverse platforms and technologies.
- **Client Requirement Analysis & Communication:** Partnered with customers to drive analysis, establish mutually agreed requirements, and clearly communicate expectations, fostering strong client relationships.
- **Project Scoping & Sizing:** Led the scoping and sizing of deliverables for large-scale projects, providing expert guidance to both clients and internal teams.
- **Statement of Work (SOW) Creation:** Crafted comprehensive Statements of Work (SOWs), detailing customer deliverables and expectations to ensure project clarity and alignment.
- **Custom Solution Design & Implementation:** Designed and implemented cutting-edge solutions tailored to enterprise needs, leveraging a broad range of technologies to solve complex client challenges.

Bazaarvoice | Solutions Engineer / Architect | London

Feb 2009 - Mar 2013

- **Solutions Architect, EMEA Client Innovation:** Led the management of Social Commerce solutions and drove enterprise sales through direct, enterprise agreement support, and partner-driven engagements.
- **Account & Partner Management:** Managed partner assessment, recruitment, and enablement while overseeing sales training for web agencies, consulting firms, and SI partners across the UK and EMEA, fostering business development and new opportunities.
- **C-Level Strategy & Roadmap Development:** Delivered strategic recommendations and roadmap updates to customers and prospects at the C-level, ensuring alignment with business objectives.
- **Business Analysis & Market Expertise:** Provided business analysis and expert advice on Social Commerce best practices, helping B2C and B2B media customers navigate the evolving market landscape.
- **Event Coordination & Solution Design:** Coordinated conferences and managed requests for information, proposals, pricing, and detailed-level solution design to support sales efforts.

Education

Charles Sturt University, London | Master of Business Administration - Finance

Jun 2003 - Jun 2004

University of Dar es Salaam, Tanzania, Dar es Salaam | BSC in Computer Science and Mathematics

Sep 1997 - May 2000

Courses

Claude 101, Claude Code in Action, Building with the Claude API, Introduction to MCP (Claude), Model Context Protocol Advance Topics, Agent Skills Claude, AI Solutions Architect AWS, Deploy AI to AWS, GCP, Azure, Vercel with MLOps, Bedrock, SageMaker, RAG, Agents, MCP: scalable, secure and observable, Adobe | Adobe Certified Expert – Adobe Real-Time CDP (New - 2022), Adobe | Adobe Experience Platform Qualified (2020), Amazon | AWS Certified Cloud Practitioner, Microsoft | Microsoft Certified: Azure Fundamentals, PRINCE2 Foundation & Practitioner, CFA Level 1

Languages

English, Gujarati, Swahili

Hobbies

Art, Calligraphy, Abstract Painting, Sports, Physics, Mathematics, Health and Lifestyle, Philanthropy and Charity work.

Personal AI based application projects

Motif Studio an AI-native creative studio for fashion and textile teams — turning prompts, sketches, and references into seamless patterns, styled garment renders, lookbooks, and short brand films. It takes a textile idea from brief to finished campaign in one continuous project workspace, without leaving the app.

Vibe Accelerate An extension for coding agents that lets business users ideate software requirements, design systems, databases, and APIs in one unified platform. Any coding agent can connect via MCP to tap into the planner and build full end-to-end products with bidirectional sync.

Real Time LLM Stock Predictor: Built a real time predictive engine using LLM reasoning and Polygon API integration, generating buy, hold and sell recommendations through multi factor analysis.

PowerPoint to Video Platform: Created a one click tool that converts PPT slides and notes into fully rendered videos using custom or library voice models to accelerate content production.

Google and Kaggle AI Capstone (winner of Kaggle competition): Completed an advanced capstone covering end to end ML workflows, model optimisation and applied AI delivery. **Video:** <https://www.youtube.com/watch?v=gFHcXT7IF0Y>

Branded Translation Engine: Developed a multimodal LLM based translation system for content supply chains, with Figma integration for one click multilingual updates while preserving brand voice tone and identity

Content OS A SaaS platform that turns your existing YouTube content into campaign ideas, with AI helping you finalise scripts, generate thumbnails, and edit video, all in one place. Plan, produce, and publish directly to YouTube without leaving the platform.