IBRAHEM ALI

ERP & DIGITAL SYSTEMS DEVELOPER • ERP PRODUCT DESIGN • BUSINESS AUTOMATION

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PROFESSIONAL PROFILE

Technology-focused ERP and Digital Systems professional with 5+ years of experience in operations, project management, business process design, and digital products. Founder of OWL Platform, with hands-on experience designing ERP, logistics, POS, CRM, inventory, purchasing, sales, projects, marketplace, and online-store systems. Strong at translating management requirements into workflows, modules, business rules, reports, dashboards, automation, and technical requirements. Experience with SQL, Google Sheets automation, AI-assisted development, and modern application-building tools. Combines business and operational understanding with practical software/product development skills.

PROFESSIONAL EXPERIENCE

Founder & ERP / Digital Systems Lead | OWL Platform

Baghdad, Iraq | Present

• Design and develop digital and software solutions, including applications, websites, and ERP-oriented business systems.

• Designed comprehensive ERP structures covering sales, POS, purchasing, expenses, inventory, warehouses, cashboxes, customers, installments, employees, transfers, reports, and settings.

• Designed a logistics ERP covering order lifecycle, driver assignment, QR-based custody transfer, warehouses, COD reconciliation, settlements, returns, pricing rules, and operational KPIs.

• Designed vendor ERP and online-store workflows covering product variants, SKUs, barcodes, inventory, POS, customers, payments, storefront publishing, PWA concepts, and reports.

• Translate management requirements into system modules, workflows, roles, forms, database requirements, dashboards, reports, business rules, and automation.

• Use AI-assisted development workflows to prototype, test, refine, and iterate digital products.

Head of Operations & Growth | Hosh Living

Baghdad, Iraq | Nov 2025 – Present

• Lead a 10-person Inbound, Outbound, and Sales team and manage daily operational performance.

• Design and improve operational workflows, lead-management processes, reporting structures, and procedures.

• Monitor KPIs and operational data, identify bottlenecks, and implement process improvements.

• Coordinate cross-functional requirements with management and operational teams.

Driver Marketing Officer | Baly

Baghdad, Iraq | Mar 2025 – Nov 2025

• Built automated workflows using Google Sheets and SQL for lead lifecycle management and reporting.

• Managed KPI dashboards and performance reporting and supported data-driven operational decisions.

• Supported market expansion initiatives across Babil, Mosul, and Kirkuk.

• Trained and led a 38-agent field team.

Sales Officer | Baly

Baghdad, Iraq | May 2024 – Feb 2025

• Oversaw field activities, customer acquisition, structured follow-up, and performance monitoring.

Team Leader | Baly

Baghdad, Iraq | Mar 2022 – Apr 2024

• Coordinated field teams and daily activities and supported campaign execution and performance monitoring.

Marketing Officer | Ala Hawak Restaurant

Baghdad, Iraq | Sep 2021 – Jan 2022

• Managed digital marketing, customer engagement, promotional operations, and campaign monitoring.

Team Leader | Harf Promotions

Baghdad, Iraq | Dec 2020 – May 2021

• Supervised field teams, coordinated promotional operations, and maintained client/stakeholder communication.

TECHNICAL & PROFESSIONAL SKILLS

ERP & Business Systems: ERP Architecture & Module Design • ERP Workflow Design • Sales • Purchasing • Inventory • POS • CRM • Finance/Cashbox Concepts • Warehouses • Projects • Logistics • Procurement • Collections • Reports & Dashboards

Frappe / ERPNext: ERPNext / Frappe Customization Concepts • Custom Apps & Modules • DocTypes & Workflows • Reports & Dashboards • Business Rules • Notifications & Automation • Integrations • Requirements Analysis

Programming & Data: Python • JavaScript • SQL • Google Sheets • Workflow Automation • Data Analysis • KPI Dashboards • Performance Reporting

AI & Development: AI-Assisted Development • Claude Code • Google AI Studio • Lovable • Replit • AI Integration Concepts • Intelligent Automation

Project & Operations: Project Management • Requirements Gathering • Process Mapping • Operations Management • Team Leadership • Cross-Functional Coordination • Problem Solving • Process Optimization

Digital Products: Web & App Product Design • Marketplace Systems • Online Stores • PWA Concepts • CRM & Lead Management • User Roles & Permissions • API / Integration Concepts

EDUCATION

Bachelor of Business Administration (BBA) | Ashur University, Baghdad | Graduated 2024

LANGUAGES

Arabic — Native • English — Professional Working Proficiency