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Ahmed Nabil Rady

B.PHARM. • E-COMMERCE TECHNICAL MANAGER

Healthcare & pharmacy e-commerce • SAP Commerce Cloud (Hybris) • AI-powered platforms

Dammam / Al Khobar, Eastern Province, Saudi Arabia

EMAIL contactus@omniplanner.org

PHONE Sent on request

WEB LinkedIn profile

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EMPLOYER	Al-Dawaa Medical Services Co.
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SINCE	2019 • 7+ years
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PLATFORM	SAP Commerce Cloud (Hybris)
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APPS	1M+ downloads • 4.6–4.7 ★
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EDUCATION	B.Pharm., Alexandria University
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LANGUAGES	Arabic • English
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Pharmacist by training, platform migration lead by trade, and a builder of AI that runs inside daily operations.

Ahmed Nabil Rady is an E-commerce Technical Manager at Al-Dawaa Medical Services Co. (DMSCO), one of Saudi Arabia's largest pharmacy chains, where he leads the e-commerce technical team behind the Al-Dawaa website and mobile apps. He led the enterprise migration from Magento to SAP Commerce Cloud (Hybris), the integration of a telemedicine ecosystem with the commerce platform, and the Al-Dawaa Plus cross-border launch. He combines healthcare domain knowledge with hands-on delivery of AI systems: WhatsApp chatbots, AI-generated IVR, RAG-based UAT automation, and self-built products such as OmniPlanner and NutriTrack AI. He works in Arabic and English.

SELECTED IMPACT

1M+ downloads · 4.6–4.7 ★

Technical owner of the Al-Dawaa iOS and Android apps: 4.7 on Google Play (30K+ reviews) and 4.6 on the App Store (158K+ ratings in Saudi Arabia), as of September 2026.

Magento → SAP Commerce Cloud

Migration lead for Al-Dawaa web and mobile commerce, 2021 to 2025: catalog, customer and order migration, payment gateways, shipping providers, Dynatrace APM.

4-vendor telemedicine ecosystem

Integrated with SAP Commerce Cloud, from video, voice and chat consultation to prescription-to-cart and home delivery or click-and-collect.

Al-Dawaa Plus (Imported)

Cross-border launch: SAP Commerce Cloud, SAP ERP and OMS integration, inventory synchronization, international shipping partners.

30% lower call-center load

Bilingual WhatsApp chatbot on Chatlayer by Sinch, integrated with Hybris, CRM and the pharmacy back office.

Weeks → hours

IVR script turnaround with AI-generated bilingual voice prompts across all branches.

27,000+ UI screens

Delivered across iOS, Android, web and responsive web with external design partners, under one design-governance process.

900+ pharmacy branches

Verified and standardized on Google Business Profile, lifting local search visibility across Saudi Arabia.

Al-Dawaa Medical Services Co. (DMSCO)

Feb 2019 – present · Al Khobar / Dammam, Saudi Arabia

Apr 2023 – present ●

E-commerce Technical Manager

Leads the E-Commerce Technical Team (technical specialists, data analyst, coordinator) that owns the Al-Dawaa web store and iOS/Android apps on SAP Commerce Cloud and their integrations with ERP, OMS, CRM, loyalty (Arbahi), payments, last-mile delivery and telemedicine partners.

- Delivery lead for the Integrated Digital Health & Telemedicine Ecosystem (Oct 2025 – Feb 2026): aligned roadmaps and sprints across four technology partners, defined integration standards, and led end-to-end validation of the patient journey.
- Technical lead for Al-Dawaa Plus (Imported / bonded zone), launched 2026: SAP Commerce Cloud, SAP ERP and OMS integration, inventory sync, shipping-partner tracking for international orders.
- Completed the Magento → SAP Commerce Cloud migration (Mar 2021 – Sep 2025) and supervised the earlier move from Adobe Commerce hosting to AWS.
- Owns the technical delivery and health of the Al-Dawaa apps (1M+ Android downloads; 4.7 on Google Play, 4.6 on the App Store as of September 2026): release coordination with the mobile vendor, crash-free rate, performance and checkout-funnel monitoring.
- Built a RAG-powered UAT and SOW assistant on n8n (2025) that drafts Panaya-style test cases from requirements, tickets and past defects, and flags scope gaps against technical documentation.
- Built UAT Champion (2025): a gamified, bilingual bug-reporting and retest platform with AI-assisted analysis, voting-based suggestions and automated Excel reporting.
- Designed and shipped the WhatsApp chatbot on Chatlayer by Sinch (2024): store finder, product search, promotions, order status and loyalty points in Arabic and English. Call-center load down 30%.
- Introduced AI-generated IVR recordings (2023 – 2025) for customer service, pharmacy inquiries, e-commerce support, loyalty and delivery tracking, in Arabic and English.
- Authors scopes of work and business requirements for e-commerce, OMS, payments, insurance and HIS-integration projects.

Jan 2021 – Apr 2021

Senior E-commerce Technical Specialist

- Started and drove the Magento → SAP Commerce Cloud migration: catalog, customer and order data migration, omnichannel architecture, UAT cycles and bug triage, payment gateway and shipping integrations.
- Led the customer journey and design delivery program (Apr 2020 – Aug 2021): 27,000+ screens across four platforms, design governance, review and approval cycles, and linkage of design outputs to UAT and scope validation.
- Core team for the Quick Commerce soft launch (30 to 60 minute pharmacy delivery).

Feb 2019 – Mar 2020

E-commerce Content Writer

- Spearheaded Google Business Profile verification for 900+ pharmacy branches (Mar 2019 – Jan 2020): bulk verification, standardized listings, photos and geolocation, review management, ongoing update process.
- Produced bilingual product and category content for the e-commerce catalog.

INDEPENDENT PRODUCTS

OmniPlanner 2026 – present

Self-hosted, AI-augmented project management platform built on an open-source core and deployed as a single Docker stack (Caddy, Cloudflare, Hetzner) with encrypted off-site backups. Designed and shipped: approvals, forms, workload views, a no-code automation rules engine with a visual canvas, AI teammates behind a default-deny guardrail layer, a remote MCP server with OAuth 2.1 for AI assistants, a Chrome extension for AI writing and task capture on any website, a Telegram bridge with Arabic voice and image input, and a capture-invisible desktop teleprompter.

NutriTrack AI Jan 2025 – Feb 2026

Bilingual (English/Arabic, RTL) nutrition and health management web app: multi-provider AI food recognition (OpenAI, Gemini, Claude, BioMistral), a medical nutrition chatbot for chronic conditions, personalized diet plans, progress tracking and an admin dashboard.

React · TypeScript · Node.js · PostgreSQL · PWA

SKILLS

Commerce platforms

SAP Commerce Cloud (Hybris)

Magento / Adobe Commerce

OMS

SAP ERP integration

Payment gateways

FarEye last-mile

Loyalty programs

Quick commerce

Cross-border e-commerce

Healthcare and regulatory

Pharmacy e-commerce

Telemedicine integration

Prescription workflows

Insurance

HIS integration

ZATCA

PDPL

Vision 2030 digital health

AI and automation

RAG pipelines

n8n

OpenAI · Gemini · Claude APIs

Chatlayer by Sinch

WhatsApp Business

AI voice / IVR

MCP servers

AI agents with guardrails

Delivery

Vendor orchestration

SOW and BRD authoring

UAT strategy

Panaya

Dynatrace APM

Luciq app health

Zeplin

Docker

Cloudflare

Leadership

Technical team management

Cross-functional coordination

Bilingual stakeholder communication

EDUCATION & CERTIFICATIONS

Bachelor of Pharmacy (B.Pharm.)
Alexandria University, Egypt · Grade: high merit

Diploma in Pharmaceutical Marketing
Cambridge International College

Artificial Intelligence Fundamentals
IBM
Issued Mar 2025

Fundamentals of Predictive Project Management
Project Management Institute (PMI)
Issued Nov 2023

Introduction to Cognitive Project Management in AI (CPMAI)
Project Management Institute (PMI) · certificate of completion

FREQUENTLY ASKED

Who is Ahmed Nabil Rady?

An E-commerce Technical Manager at Al-Dawaa Medical Services Co. in Saudi Arabia, a pharmacist by training who leads the technical team behind Al-Dawaa's SAP Commerce Cloud web store and mobile apps.

What is Ahmed Rady known for?

Leading Al-Dawaa's Magento to SAP Commerce Cloud (Hybris) migration, integrating telemedicine with e-commerce, launching Al-Dawaa Plus cross-border commerce, and building AI systems such as a WhatsApp pharmacy chatbot, AI-generated IVR and RAG-based UAT automation.

Which platforms and technologies does Ahmed Rady work with?

SAP Commerce Cloud (Hybris), Magento, SAP ERP and OMS integration, payment gateways, FarEye, Chatlayer by Sinch, n8n, RAG pipelines, OpenAI, Gemini and Claude APIs, Dynatrace, Docker and Cloudflare.

Where is Ahmed Rady based?

Dammam and Al Khobar in the Eastern Province of Saudi Arabia, working in Arabic and English.

Is Ahmed Rady available for consulting?

Yes, for healthcare and pharmacy e-commerce, SAP Commerce Cloud programs, and AI-enabled delivery automation in the GCC. Write to contactus@omniplanner.org.
