

Nancy Fares

DIGITAL SYSTEMS MANAGER • SYSTEMS & INTEGRATIONS

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Systems, integrations and ERP specialist who also ships web and mobile: I take ownership of whole systems, not tickets.

PROFILE

In IT since 2017 and in professional IT roles since 2022. Now the technical owner of a multi-brand wellness group operating across the UAE and Spain: 120,000 member records, 15,000 active app users, 13 Zoho organisations, four backends and four mobile apps, running 24/7. Strongest where systems meet money: billing correctness, reconciliation, access control and the class of defect that silently charges the wrong amount.

EXPERIENCE

Digital Systems Manager — SEVEN, UAE

Nov 2025 – Present

Technical owner of the group's estate across four brands and two countries. Lead a team of 2 app developers, a Zoho developer and an IT vendor.

ARCHITECTURE & SCALE

- Built the middleware layer between internal systems and the CRM, adding validation, access control and data integrity to an estate where front ends talked to the CRM directly
- Cut licensed CRM seats from 250 to 50 (~AED 1.1M a year) by removing direct CRM coupling from every consumer system
- Took over the production backend (1,228 automated tests); operate 4 backends across AWS, Hetzner and Hostinger (PM2, Nginx), including a region migration with no service loss
- Delivered full system documentation 10 days early: a 186-page backend reference and 347 CRM workflows mapped

DELIVERY

- Built ~14 apps and sites since Nov 2025, 7 of them live and member-facing: 4 mobile apps (Flutter, React Native; Stripe, Mollie), public web properties across 4 brands, and internal platforms including a live NOC-style operations dashboard (Node.js, WebSocket)
- Shipped Apple and Google Wallet membership passes; moved the Ibiza club onto its own Stripe entity
- Run weekly AI grading of support conversations (live), plus 8 workflow automations

INTEGRATIONS & DATA

- Administer the Zoho suite across 13 organisations: CRM, Desk, Books, Creator, People, Flow, Analytics, Sign, Telephony
- Provisioned 7,332 members into Technogym in a single run; built a nightly Foodics to Zoho Books sync; integrated Stripe, a clinic EMR, and IoT for AI CCTV and physical access control
- Migrated 558 short links in-house and 85 app links onto AppsFlyer
- Own analytics and attribution end to end: GA4, Search Console, Meta Pixel, Zoho Analytics

TEAM & GOVERNANCE

- Moved delivery in-house and defined roles for the team that now runs it
- Negotiated and secured Anthropic and Zoho partnerships for the group; led GDPR and LOPDGDD compliance for Spanish operations
- Personally closed 1,400 support tickets; the team closed ~6,000 in six months

Information Technology Engineer — LEOS International, Dubai

Apr 2024 – Nov 2025

- Deployed an AI attendance system organisation-wide, integrating Linux servers, CCTV and NVR devices for automated workforce monitoring
- Built Zoho Creator apps digitising broker agreement workflows (60%+ less manual paperwork); wrote the Deluge automations linking CRM, Desk and Creator and integrated the Zoho Sign API
- Led rollout of CrowdStrike Falcon and Microsoft Intune across 50+ devices; supported 300+ endpoints and Windows domain security
- Authored Swagger API documentation, process flowcharts and Visio diagrams; trained three IT interns, all promoted to IT Engineer

EARLIER & PARALLEL ROLES

- Founder — Cedar Vision (software company)**

2022 – Present

 - Run a software company delivering production systems for external clients: a blockchain charity token that funded a mental-health institution in Canada, a print management system, and a crypto payment gateway — in stealth
- Foreign Exchange Trader — Kosashi Capital (Contract, Remote)**

Apr 2025 – Oct 2025

 - Traded Forex, indices and commodities under fund drawdown and performance limits, earning a 20% profit share on monthly returns; worked with the fund's risk team on compliance and reporting
- Founder — Speedy Assist (social media agency)**

Apr 2023 – Present

 - Run an agency serving multiple clients across strategy, content and account management
- Computer Operator — Tasheel, UAE (Part-time)**

Mar 2022 – Nov 2023

 - Operated government transaction systems in a high-volume public service centre, alongside a BEng and two concurrent e-commerce businesses

SELECTED ENGINEERING WORK

- Billing defect that under-charged every subscription upgrade.** Upgrade quotes were computed exclusive of VAT while renewals were inclusive, and the amount sent to the payment provider came from the client rather than being recomputed server-side. Shipped a VAT-inclusive quote with tax applied after discounts and a server-side amount guard, deployed with no client release required.
- Cross-region booking bug from timezone-naive timestamps.** Bookings at the Spanish club were stored two hours early (three in winter) because club-local times were stamped with the head-office UTC offset. The display layer compensated, so the app looked correct. Fixed at the storage boundary.
- Discount rule configured but never enforced.** Coupon plan-scope restrictions set in the admin UI were not read by any code path. Shipped enforcement across the purchase and upgrade flows.
- Technogym MyWellness member migration.** 7,332 members provisioned in one run, including identity-collision handling across duplicate records.

TECHNICAL

LANGUAGES	JavaScript/Node.js, Dart, Python, Deluge, SQL
MOBILE	Flutter, React Native, iOS + Android release pipelines, deeplinks
BACKEND	Node.js, Express, MySQL, REST API design, WebSocket, schema migrations
CLOUD / INFRA	AWS (EC2, S3), Hetzner, Hostinger, Nginx, PM2, Linux
PAYMENTS	Stripe, Mollie, VAT and tax handling, reconciliation, refunds, chargebacks
ERP / PLATFORM	Zoho CRM, Books, Desk, Creator, People, Flow, Analytics, Sign, Telephony (13 orgs)
INTEGRATIONS	Foodics POS, Technogym MyWellness, AppsFlyer, Apple/Google Wallet, clinic EMR, Meta Pixel, IoT / access control
ANALYTICS	GA4, Search Console, Zoho Analytics, attribution modelling
COMPLIANCE	GDPR, LOPDGDD

EDUCATION

- MSc Artificial Intelligence** — Lebanese American University

2026 – Apr 2027 (in progress)
- BEng Computer & Communications Engineering** — Lebanese International University · GPA 3.75

Sep 2020 – Sep 2024
- BTech Information Technology** — Ajial El Ghad College · 16/20

Sep 2017 – Jun 2020

CERTIFICATIONS (10 TOTAL, INCLUDING)

- Claude Certified Architect** — Anthropic (Jun 2026)
 - Associate Developer Certification** — Zoho (Jan 2026)
 - AI Engineer** — IBM (Jan 2026)
 - FinTech: Foundations, Payments and Regulations** — University of Pennsylvania (Mar 2025)
- Also: Zoho Business User, Google IT Support, Oracle Generative AI, Flutter and Python bootcamps (The App Brewery), freeCodeCamp Responsive Web Design.

LANGUAGES

- Arabic (native) · English (native/bilingual)
- Available with one month's notice. Open to fully remote roles; employable in the UAE directly or via employer-of-record.