

Ammar Tawil

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Career Objective

Confident and motivated professional with a robust multidisciplinary background in Engineering, IT, and Digital Engineering. Recently achieved a distinction (Mark: 89) in the UTS Micro credential: Digital Engineering for Infrastructure and Facilities, earning 12 credit points. While new to the infrastructure field, I bring extensive experience in project management, data analysis, and strategic planning, coupled with a strong drive to apply my learning at the highest level. Seeking a Digital Engineering Coordinator role in Sydney or remotely, leveraging recent studies and transferable skills to contribute to infrastructure and renewable energy projects.

Core Skills

- Digital Engineering Principles & BIM Fundamentals
- Project Planning and Compliance Management
- Common Data Environment (CDE) Implementation
- Workflow Optimization and Process Improvement
- Document Management (MIDP, EiXP)
- Design Coordination, Clash Detection, and Quantity Take-Offs
- Stakeholder Communication & Reporting
- AI-Driven Data Analysis and Decision-Making

Education

Graduate Certificate in Technology Management

(in Progress 2025)

University of Technology Sydney

Micro Credential in Digital Engineering for Infrastructure and Facilities (42127)

August 2024

University of Technology Sydney (UTS) | GPA: 89

- Equipped with practical skills and industry-recognized methodologies for managing infrastructure projects through digital engineering.
- **Key areas of study:** common data environments, survey and existing conditions modelling, design coordination, and quantity take-offs for cost and carbon estimation.
- Hands-on experience with clash detection, data validation, and creating digital representations of infrastructure sites.
- **Digital Tools:** Autodesk Construction Cloud (ACC). Solibri Office, BIM workflows.

Graduate Diploma in Information Technology

March 2003

University of Southern Queensland (USQ)

Certifications

Python for Data Analytics <i>Institute of Applied Technology</i>	February 2025
Applied Machine Learning <i>Institute of Applied Technology</i>	February 2025
Microsoft Azure AI Fundamentals (AI-900) <i>Microsoft</i>	2024
Certificate III in Warehousing Operations <i>Flexible Training Solutions</i>	2020

Technical Skills

- Digital Engineering Tools:** Autodesk Construction Cloud (ACC), Solibri, AutoCAD (3D Drawing Interpretation).
- Data Management & Analytics:** Common Data Environments (CDE), Quantity Take-Offs, Cost & Carbon Estimation
- Document Management:** MIDP (Master Information Delivery Plan), EiXP (Exchange Information Requirements) implementation
- Project Management:** Clash Detection, Workflow Optimization, Compliance Matrices

Digital Engineering Projects

- Common Data Environment Implementation**
Developed and managed Common Data Environments (CDE) for infrastructure projects, ensuring seamless collaboration and maintaining data integrity.
- Clash Detection and Validation**
Utilized advanced digital engineering workflows to identify and resolve data discrepancies, upholding project requirements and compliance standards.
- Digital Quantity Take-Offs**
Extracted accurate quantities for project planning and cost estimation, enabling data-driven decision-making and improved budget management.

Employment

Business Developer & Operations Manager Australia Smart Trading Pty Ltd., Sydney T/As iBakery® (Bakery Equipment Import & Distribution)	January 2013 – Present
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Led the expansion and operations of iBakery®, a bakery equipment imports and distribution business, overseeing sales, marketing, technical support, and strategic partnerships to drive growth in the Australian market.

Key Achievements & Responsibilities:

- **Market Expansion:** Introduced new machinery and international brands Kumkaya Makina and Matas Makina Gida (Turkey) into the Australian market, establishing them as recognized equipment suppliers.
- **Lead Generation:** Drove brand visibility and customer interest through industry exhibitions, product launches, and live equipment demonstrations, resulting in a 25% increase in qualified leads and stronger market positioning.
- **Digital Growth:** Designed, developed, and launched a WordPress website, increasing online inquiries by 40% and enhancing brand visibility.
- **Technical Solutions & Client Optimization:** Conducted client consultations to assess operational challenges and provided customized bakery equipment solutions for efficiency.
- **Sales & Marketing Strategy:** Delivered compelling sales presentations, showcasing ROI benefits, sustainability, and productivity gains of modern bakery machinery.
- **Content Development:** Created promotional materials, instructional guides, and video content, improving customer onboarding and satisfaction.
- **Technical Support:** Provided on-site and remote equipment training, ensuring seamless integration into client operations.
- **Sustainability & Business Growth:** Positioned bakery automation as a long-term investment, enabling clients to increase production efficiency and expand their market presence.

Key Achievements:

- **Boosted client productivity** by 30% by introducing automation & robotics in baking processes.
- **Increased repeat business** by 20% by delivering customized automation solutions tailored to client needs.
- **Reduced product launch times** by 25% through process streamlining & regulatory compliance.
- **Secured exclusive supplier contracts**, ensuring competitive pricing and stable supply chains.

Business Developer & Operations Manager

January 2020 – December 2023

Australia Smart Trading Pty Ltd., Sydney

T/As Yasmine® Fine Food (Pantry Food Import & Wholesale)

Led the growth, operations, and strategic expansion of Yasmine® Fine Food, overseeing business development, marketing, finance, operations, compliance, and distribution. Successfully secured product placement in major retailers (**Woolworths**) and driving market expansion.

Key Achievements & Responsibilities:

- **Private Label Launch:** launched private-label product lines, showcased at trade shows and food expos, securing 2nd place in the 'Best New Products' competition (FIA Awards).
- **Market Expansion:** Increased market share by 10% through strategic marketing campaigns and securing product placement in **Woolworths**.

- **Operational Efficiency:** Enhanced accuracy and productivity by 20% through the implementation of Xero Accounting Cloud System and an online ordering platform.
- **Regulatory Compliance:** Ensured smooth product launches by maintaining strict compliance with GS1 labelling standards and Australian food regulations, preventing disruptions or recalls.
- **Brand Protection:** Secured trademarks with IP Australia, safeguarding the brand's integrity and market presence.

Key Achievements:

- **Strengthened brand identity** by securing intellectual property protections and ensuring consistent product quality.
- **Maintained strong retail partnerships** by delivering high-quality products that met industry standards and customer expectations.

Store Person

January 2014 – December 2018

J. Blackwoods & Son Pty Ltd, Greystanes

(A subsidiary of Wesfarmers Group)

Worked in distribution centre for one of Australia's leading business supply and safety product distributors. Focused on order fulfillment, and logistics while maintaining compliance with industry regulations.

Key Achievements & Responsibilities:

- **Order Accuracy:** Reduced order errors by 15% through meticulous order checking, packing, and dispatch coordination using SEQOS WMS and MyFreight transport systems.
- **Regulatory Compliance:** Maintained full compliance with WHS standards and Chain of Responsibility legislation, ensuring workplace safety and legal adherence.

Core Skills

- Digital Engineering & Strategic Project Support
- Common Data Environment (CDE) Implementation
- Clash Detection & Design Validation
- Quantity Take-Off for Planning, Cost, and Carbon Estimation
- Operations Management & Process Optimization

Soft Skills

- **Adaptability & Flexibility:** Ability to succeed in diverse roles across operations, engineering, and business management.
- **Analytical Thinking & Problem-Solving:** Skilled in identifies operational improvements and implements solutions to boost efficiency.
- **Continuous Learning:** Commitment to staying current with industry trends and pursuing professional development.

Memberships & Engagements

- **Australian Institute of Project Management (AIPM)** – *(Business & Digital Project Integration)*
- **AIIA Capability Hub – AI Accelerator Program** – *(AI & Tech Innovation)*
- **Australian Information Security Association (AISA)** – *(Tech & Security Compliance)*

Interests

Passionate about AI-driven business solutions, digital transformation, and operational efficiency. Interested in emerging technologies, automation, and sustainable business practices.

Referees

Available upon request