Ahmed Hmeid

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Professional profile

ServiceNow Architect and Product Manager with over 15 years of experience delivering enterprise service management solutions, now helping to design the product for technology providers within ServiceNow (Technology Provider Service Management). Has seen ESM from every angle: as a partner, from a startup of around 30 people to multinationals, as a customer, leading architecture at London Stock Exchange Group, and as a vendor, working in product directly at ServiceNow. Combines deep technical design and hands-on delivery, from lead developer to leading teams of up to 12 developers, with a customer-facing, commercial approach that includes partnering directly with C-suite stakeholders. Still hands-on today, building agents that have gone into production, and AI-assisted applications.

Certifications

- BCS Enterprise and Solution Architecture
- AWS Solution Architecture
- ServiceNow Certified Implementation Specialist – ITSM and Service Provider
- ServiceNow Certified System Administrator
- ServiceNow Certified Application Developer
- ITiL V3 Foundation

Career summary

Feb 2025 – Present Senior Principal Outbound Product Manager – Technology industry, ServiceNow

- Supported delivery of an agentic CMDB compliance capability into production for a major global service provider via our FDE programme, building the prompts and tool access to read files and data, review the CMDB, make recommendations and update the CMDB on approval, achieving an 84% success rate of automated CMDB cleansing
- Built a triage agent that creates incidents and requests from free-form emails, saving business effort so the L1 team can focus on real work
- Worked with customers to define autonomous resolution agents, from diagnostic through to resolution and knowledge creation, using MCP, orchestration and A2A to connect to the customer's bespoke internal systems (proof of concept)
- Built agentic demos for case resolution, delivered at public events, and an automated ServiceNow demo creator utilizing Claude and a custom narrative creator to scale and tailor pre-sales demonstration
- Hands-on post-sales delivery: implemented Customer Success for a large multinational, supported Service Exchange for an energy supplier, and debugged issues for customers implementing TPSM and taking it into production
- Partnered with C-suite executives during ~10 Executive Business Centre sessions to align strategic business objectives with product capabilities and demonstrate core value
- Mapped end-to-end user journeys and synthesized customer feedback to directly inform the product roadmap and strategy, working with engineering squads to turn feedback into feature enhancements
- Formulated compelling business cases and value assessments to justify and secure enterprise-wide ServiceNow implementations

Jan 2023 – Feb 2025 Senior Manager, Architecture Lead ESM Platform, London Stock Exchange Group

- Managed team of 6 architects delivering multiple projects, and set up the new delivery and operating model for the ServiceNow Centre of Excellence team
- Architected and delivered digitalization of 7 global corporate functions from an email based support service to case management within ServiceNow
- Ran value conversations with business units, encouraging corporate functions to migrate onto the platform from shared mailboxes, and reported on value delivered to each function post-migration
- Lead architect on major consolidation programme for ITSM & ITOM for two heritage organisations, decommissioning two ServiceNow environments
- Accountable from engagement to project design and delivery with our internal customers, providing estimates, business value assessments and architecture design and governance
- Chaired and decision maker on two technical design authority boards weekly, accountable for all architectural decisions across our 15 corporate functions
- Delivered corporate wide CTO architectural design board process for all LSEG services and applications
- Re-designed Employee Service Centre portal, reducing technical debt on the portal by 90%, and improved

platform health score from 80% to 94%
- Set up citizen development technical framework, charging and support model and governance
- Implemented universal request across all corporate functions, and integrated SailPoint for IAM

Sep 2019 – Dec 2022 Architect, Engage-ESM, an Atos company

Lead Architect, SAP Enterprise Cloud Services

- Lead architect for transforming the customer quote to order process from a multi month process to a week
- Implemented an order to delivery process for provisioning of new SAP cloud systems for customers, ensuring quality control and transparency throughout the whole process
- Delivered over 100 automated day 2 automations on SAP systems, including commercial model supporting the services for customers
- Led a team of 2 architects and 12 developers
- Delivered pre-sales activity for delivery, including business case assessment, requirement gathering, estimation and high level solution design, and aligned C-level stakeholders to attain business buy-in

Jan 2019 – Sep 2019 ServiceNow Architect, Mozaic

Solution Architect, Coventry University

- Architect, leading a senior and a junior developer to deliver CSI, release management and transition management, and implementing modern service architecture within CMDB and across ITSM processes

Jan 2011 – Dec 2018 ServiceNow Solutions Architect, Engage-ESM (formerly Innovise), an Atos company

Lead Platform architect, Atos

- Joined when the company was a startup of around 30 people, adapting to whatever the business needed, through to its sale to Atos
- Overall architectural accountability across entire platform, with 3 million end users and 500+ integrations, chairing the Architectural Review Board and designing reference architecture
- Found rogue, non-obvious loops in the code making multiple calls to the database, improving performance across the platform and load times of incident management from 15 seconds to under 2 seconds

Solution Architect, UBS and Companies House

- UBS: re-platformed the original implementation onto an out of the box aligned ServiceNow instance, with an integration framework allowing invisible pass through connections to both environments, and a custom solution to store client identifiable data within global and regional security rules (required global CTO board approval)
- UBS HR: ran workshops across 8 HR workstreams and led a team of 10 developers to deliver a fully bespoke HR application, with integration designs for multiple HR systems, unifying global processes while allowing for regional mandatory legal variances
- Companies House: ran workshops and implemented incident, problem, change and CMDB discovery in 4 months from workshops to production

Additional clients: Accenture, Moody's, Ameriprise, SCC, Pearson, Clear Channel, Mott MacDonald, Imperial Tobacco Group, National Grid

Jan 2009 – Jan 2011 ServiceNow Lead Developer and IT Change Manager, Logica (now CGI)

Lead Developer and Change Manager, UCL Hospital

- Lead developer: implemented service catalogue and service desk requests, trained approximately 200 customers and two developers in ServiceNow, and was accountable for the locally hosted ServiceNow instances
- Change manager: responsible for the management of all changes on all systems across 6 hospitals under the UCL Hospitals name, chairing the weekly change advisory board with senior client personnel present
- Accountable for the restoration of systems in IT incidents in a managed fashion, and drafted new change management processes, attaining sign-off from NHS ICT to increase efficiency

Skills and education

AI and agentic:	Agentic AI, AI agents, MCP, A2A, orchestration, ServiceNow AI Agents, Now Assist, Claude
Personal projects:	Built multiple apps using AI with Next.js, Vite, Supabase (Postgres) and the Anthropic and OpenAI APIs: Bynary, an end to end agentic delivery harness (ideation, roadmapping, build, test, deployment). Rook Learning, a student writing tool that uses AI without writing it for them. Seerahbook, a knowledge graph app with an MCP connection. A 3D floorplanning app
IT Proficiency:	ServiceNow, JavaScript, Java, REST and SOAP integrations, XML, SQL, IAM (SailPoint at LSEG), Linux, Cloud, Prince2, Agile, Scrum, Change Management, License Management
Education:	BEng (Hons) Engineering with Business Management, King's College London, 2008