Fred Adun

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TECHNICAL SOLUTION ARCHITECT (DYNAMICS 365 CE)

With over 12 years in the Microsoft ecosystem, I've built a career designing and implementing enterprise solutions that transform how organizations operate. My expertise spans Dynamics 365, Azure cloud services, Power Platform, and AI integration, with a current focus on leading Equinor's global digital transformation program across 30+ countries.

I thrive on translating complex business challenges into practical technical solutions, working closely with stakeholders to understand their needs before architecting comprehensive systems. My hands-on approach means I don't just design solutions—I build them, from custom PCF controls and Azure Functions to complex data piprations and AI implementations. I balance technical excellence with business value, ensuring solutions are both innovative and practical.

CLEARANCE

Disclosure and Barring Services

- DBS Certificate Number – 001545010781

CORE COMPETENCIES

- Enterprise Architecture: Building multi-system cloud solutions, implementing D365 across organizations, applying domain-driven design principles
- Team Leadership: Gathering requirements, creating solution blueprints, analysing capability gaps, developing technical teams
- Microsoft Stack: Working across D365 applications, Azure services, Power Platform tools, Microsoft Fabric, and Copilot integration
- AI Applications: Implementing OpenAI solutions, building predictive models, creating intelligent automation, ensuring responsible AI use
- Technical Development: Coding PCF controls, developing Azure Functions, programming in .NET and TypeScript, building custom connectors
- Data Solutions: Designing ETL processes, migrating complex datasets, managing APIs, creating event-driven architectures

PROFESSIONAL EXPERIENCES

Hands-On Technical Solutions Architect
Microsoft - Equinor Oil and Gas (Norway) | *05/2022 – Present*
Summary of primary responsibilities:
I'm leading the technical design and implementation of Equinor's enterprise-wide digital transformation, working across their global operations with a focus on innovation and practical business outcomes:
- Built and deployed a comprehensive solution integrating D365, Azure services, and Power Platform applications for Equinor's global operations

- Created complex integration architectures connecting legacy systems with modern cloud platforms using Azure API Management, Service Bus, and Durable Functions
- Developed custom PCF controls and Power Apps to deliver industry-specific interfaces that simplified complex workflows
- Set up robust DevOps pipelines in Azure with automated testing to ensure consistent quality across development environments
- Managed large-scale data migration using Microsoft Fabric, Azure Data Factory, and Databricks
- Implemented Copilot for D365 and custom AI solutions that transformed document analysis and predictive maintenance operations
- Applied Domain-Driven Design principles to model complex business processes and create clear technical specifications
- Led stakeholder workshops to gather requirements and validate solutions through hands-on prototyping sessions
- Mentored a team of 15 developers and consultants through knowledge sharing and technical guidance
- Created governance frameworks for responsible AI implementation in highly regulated energy environments

D365 Solution Architect
Reply | *02/2022 - 05/2022*
[Part-time consulting]
Summary of primary responsibilities:
- Designed a comprehensive Solution Blueprint for Reply's client business processes covering end-to-end sales, customer service, customer onboarding, field service and project processes
- Created detailed Technical Building Blocks including Environment Strategy, DevOps/ALM Strategy, Solution Management Strategy, and Security and Compliance Framework
- Developed Data Model, Security Model and integration patterns to support complex business requirements
- Built a proof-of-concept that demonstrated the Solution Blueprint design, emphasizing product capabilities, extensibility, scalability and performance

D365 Technical Architect/Integration Specialist
Clarion Housing Group | 10/2021 - 05/2022
Summary of primary responsibilities:
- Designed and implemented a complex enterprise integration architecture connecting Clarion's on-premise databases, cloud platforms, and Microsoft Dynamics 365 CE & F&O
- Created a robust integration framework using various patterns with Azure Event Grid, Azure Durable Functions, and Azure API Management to ensure reliable data flow between systems
- Developed a comprehensive centralized monitoring system for event logs across Dynamics 365, Power Automate, Data Integration, Data Migration, and third-party API calls
- Implemented custom validation and error handling mechanisms to ensure data integrity across all integration points
- Provided technical leadership and guidance for integration challenges, establishing best practices and standards for the development team
- Designed integration support plans, testing strategies, and implementation roadmaps for complex system integrations
- Built end-to-end solutions with Dynamics 365 CE including Sales, Customer Service, and Field Service modules tailored to Clarion's housing management requirements
- Created detailed technical documentation for all integration components, ensuring proper knowledge transfer and maintenance capabilities

- Collaborated closely with business stakeholders to align technical solutions with operational needs and strategic objectives
- Participated in architecture review boards to ensure all integration designs aligned with enterprise standards and best practices

D365 Technical Architect
Alpha | *06/2021 - 10/2021*
Short-term project
Summary of primary responsibilities:
- Led D365 implementations from kickoff to deployment, creating technical architecture documents and specifications aligned with enterprise standards
- Designed End-to-End integration between internal customer applications and Dynamics 365 CE for seamless data flow across systems
- Developed a bespoke user onboarding tool that automated setup of culture settings, currency configuration, roles assignment, and business unit placement
- Created custom workflows and business process flows to streamline operations and improve user adoption

Dynamics 365 CE Lead Technical Architect
Microsoft | *01/2020 - 06/2021*
Projects: **ECOBANK Global, ABN AMRO BANK Netherlands, NATIONWIDE BANK UK**
Summary of primary responsibilities:
As Lead Technical Architect for these major financial institutions, I architected enterprise Dynamics 365 solutions tailored for the banking sector, overseeing complex migrations and integrations across 34 countries in Africa for EcoBank and driving digital transformation for European banking leaders.
- Led D365 implementations from kick-off to go-live for major financial institutions worldwide
- Conducted comprehensive architectural assessments covering migration strategies, integration approaches, security models, and DevOps/CI/CD implementation
- Designed End-to-End integrations between banking applications and Dynamics 365 CE
- Created and reviewed technical architectural documents and specifications against enterprise standards
- Configured migration infrastructure and conducted pilot migrations to validate the approach
- Managed successful content migrations involving over 300 million records across complex banking systems
- Provided post-migration assistance during user acceptance testing and stabilization phases
- Led the implementation of the Sales Banking Module for Nationwide Bank from requirements gathering to deployment

Dynamics 365/Field Service Technical Architect
GILMARTINS | 05/2019 - 01/2020
Summary of primary responsibilities:
- Provided guidance on overall solution delivery for MS Dynamics Field Service implementations
- Implemented Field Service Mobile customization using Resco Woodford and developed Field Service Portal customizations
- Configured and extended Resource Schedule Optimization capabilities to improve service efficiency
- Developed custom solutions using JavaScript, .NET framework (C#), PowerShell, XML and report scripts
- Configured and implemented Azure Service Bus, Azure Functions, Web Apps, and Azure AD B2C/B2B integrations
- Delivered MS Portal implementations and bespoke solutions tailored to specific client requirements

- Provided technical recommendations to enhance outcomes and address business and system challenges
- Conducted technical assessments and verified adherence to Microsoft-recommended practices
- Managed offshore consultant teams and ensured overall quality of work delivered

Dynamics 365/Field Service Technical Architect
Microsoft - Centrica Dyno | 11/2017 - 05/2019
Summary of primary responsibilities:
- Provided technical guidance on overall solution delivery for MS Dynamics Field Service implementations
- Specialized in Field Service Mobile Customization using Resco Woodford technology
- Developed Field Service Portal Customizations for improved user experience
- Configured and extended Resource Schedule Optimization scope and goal systems
- Performed hands-on development using JavaScript, .NET framework (C#), PowerShell, XML, and report scripts
- Implemented complex integrations using Azure Service Bus, Azure Functions, Web Apps, Azure AD B2C, and B2B
- Designed and delivered MS Portal implementations and custom-tailored solutions for client-specific needs
- Advised clients on technical options and recommendations to enhance outcomes and mitigate business risks
- Promoted Microsoft-recommended practices for solution delivery across client engagements
- Conducted thorough technical assessments and verified adherence to Microsoft best practices
- Managed overall design quality and ensured deliverables met requirements specified in Statements of Work
- Led and coordinated Microsoft offshore consultant teams for distributed delivery models

PREVIOUS EXPERIENCE

(Earlier positions summarized - full details available upon request)
Dynamics 365/CRM Technical Architect (Part time) | Fujitsu | 10/2017 - 02/2018
Dynamics 365/CRM Solution Designer | Bupa, Staines, UK | 09/2017 - 02/2018
CRM/365 Lead Technical Consultant | Chelsea Football Club, London, UK | 05/2017 - 08/2017
Technical Lead & Integration Specialist | DoctorCare Anywhere | 08/2016 - 04/2017
Independent CRM Developer | ICS Cool Energy LTD | 04/2016 - 07/2016
Lead Consultant (Dynamics CRM) | Pythagoras Communications Ltd | 09/2014 - 03/2016
Technical Architect (Dynamics CRM) | Innofactor Oy | 09/2013 - 08/2014
Senior Technical Consultant (Dynamics CRM) | CGI Finland | 01/2012 - 08/2013
Software Engineer / Project Manager | Mendor | 03/2010 - 12/2011
Software Developer | Tieto | 04/2007 - 02/2010

EDUCATION

Bachelor of Science in Business Information Technology
Haaga-Helia University of Applied Sciences in Business Administration, 2008

CERTIFICATIONS

- Microsoft Certified: Azure Solutions Architect Expert

- Microsoft Certified: Power Platform Solution Architect Expert
- Microsoft Certified: Dynamics 365 Solutions Architect Expert
- Microsoft Certified: Azure AI Engineer Associate
- Microsoft Certified: Azure Data Engineer Associate
- Microsoft Certified: DevOps Engineer Expert
- DBS Certificate Number: 001545010781

SPECIALISED EXPERTISE

Business Analysis & Solution Design
I turn business needs into technical solutions through:
- Using domain-driven design to model complex business processes, especially in the energy sector
- Conducting detailed gap analysis between business requirements and platform capabilities
- Running collaborative workshops with stakeholders to capture requirements and test solutions
- Creating comprehensive design documentation including process flows and data models
- Developing domain-specific approaches that connect technical and business perspectives

Microsoft Platform Implementation
My hands-on work with Microsoft technologies includes:
- Building enterprise solutions that leverage D365, Azure, and Power Platform capabilities
- Developing custom PCF controls for specialized industry interfaces and visualizations
- Creating multi-stage business processes using Power Automate, Logic Apps, and Durable Functions
- Implementing portal solutions with Power Pages and complex security models
- Setting up data integration patterns using Azure Data Factory, Event Grid, and Service Bus

AI & Intelligent Systems
I build AI solutions that deliver practical business value through:
- Customizing Copilot for D365 to address specific industry challenges and workflows
- Creating predictive models for maintenance, document analysis, and risk assessment
- Integrating OpenAI and Cognitive Services into enterprise processes
- Building data pipelines for AI model training using Microsoft Fabric and Azure Synapse
- Developing AI governance frameworks that ensure responsible implementation

Integration & Development Practices
I establish reliable development and integration practices by:
- Designing API-first architectures with comprehensive security using Azure API Management
- Implementing CI/CD pipelines in Azure DevOps with automated testing across environments
- Creating frameworks for large-scale enterprise data migrations
- Developing reusable integration patterns for connecting diverse systems
- Establishing technical standards and governance for solution delivery

KEY PROJECTS

Enterprise Transformation – (Microsoft) Equinor (2022-Present)
Led the architecture and hands-on implementation of Equinor's global digital transformation, building a multi-layered solution that connects D365, Power Platform, Azure services, and AI capabilities across their operations in 30+ countries. The system integrates with industry-specific applications and IoT devices, enabling real-time monitoring and intelligent decision support. By using domain-driven design and microservices architecture, we achieved a 45% improvement in operational efficiency, saving

approximately $25M annually.

Global Banking Platform - (Microsoft) Ecobank (2020-2021)
Architected and implemented a comprehensive Dynamics 365 solution for Ecobank, operating across 34 African countries with diverse regulatory requirements. Designed a complex migration strategy that successfully transitioned over 300 million records from legacy systems while maintaining data integrity and business continuity. Created a unified customer view across all banking services and implemented standardized processes that reduced operational variance by 75%. The solution enabled Ecobank to launch new financial products 60% faster and improve customer service response times by 40% through streamlined workflows and automated routing.

Field Service Transformation - (Microsoft) Centrica Dino (2017-2019)
Led the design and implementation of a comprehensive field service solution for Centrica's Dino division, transforming their engineering and maintenance operations. Implemented Dynamics 365 Field Service with custom mobile extensions using Resco Woodford and optimized resource scheduling algorithms. Developed custom integration between field devices, IoT sensors, and the central service platform to enable real-time decision support for engineers. The solution reduced average service time by 28%, improved first-time fix rates by 35%, and decreased back-office scheduling effort by 65%, resulting in annual savings of £4.2M and significantly improved customer satisfaction scores.

TECHNICAL SKILLS

Area	Technologies & Approaches
Cloud Services	Azure PaaS/SaaS/IaaS, Functions, Logic Apps, Event Grid, API Management, Communication Services
Dynamics 365	Sales, Service, Field Service, Marketing, Customer Insights, Finance & Operations, Portals
Power Platform	Canvas & Model-driven Apps, Power Automate, Power BI, Power Pages, Dataverse, PCF Controls
AI Technologies	Copilot for D365, Azure OpenAI, Cognitive Services, AI Builder, Azure ML, GPT integration
Data Solutions	Microsoft Fabric, Azure Synapse, Data Factory, Databricks, Data Lake Storage, Cosmos DB, SQL
Development	.NET/C#, JavaScript/TypeScript, React, REST APIs, WebAPI, OData, WebSockets, SignalR
DevOps Practices	Azure DevOps, GitHub Actions, CI/CD pipelines, Automated Testing, Infrastructure as Code
Integration	API Management, Service Bus, Event Grid, Logic Apps, Durable Functions, Integration Patterns
Methodologies	Domain-Driven Design, Microservices, Event-Driven Architecture, Agile/SAFe, TOGAF

PERSONAL INTEREST

Beyond my professional work, I'm passionate about **music composition and lyric writing**, which offers a creative balance to my technical career. I enjoy **traveling** to experience different cultures and perspectives, which enhances my ability to work with global teams. I'm an avid **football fan** and follow matches regularly. I stay current with **AI innovations** through continuous **research and reading** across various domains, both technical and non-technical, to bring fresh ideas to my work.