



CURRICULUM VITAE

PSM I

PSPO I

SAP Certified

Salem Ayachi

Senior IT Project Manager · **SAP Commerce & RUN Expert**

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● PROFILE

Senior IT Project Manager passionate about digital transformation, I work across the full lifecycle of digital solutions: planning, requirements analysis, design, implementation, testing, deployment and RUN. A **blend of technical and managerial expertise**, always open to new challenges.

Currently **B2B Digital Support Manager** at **RUBIX GROUP**, Europe's leading industrial MRO supplier: 24 countries, 20 webshops & Punchout, 600+ branches, 700 M page views in 2024, 5 M PIM products, 30 % digital penetration.

● EXPERIENCE

SS2R Founder & CEO

2023 - present

IT consulting, digital transformation and artificial intelligence integration company [ss2r.fr](#)

RUBIX GROUP / DECADE

2017 - 2026

Senior Omnichannel IT Project Manager · RUN Expert & Production Support

SAP Commerce Migration Expert

2025 - 2026

- Supported the migration of European webshops to the new NH infrastructure.
- Managed go-live, stabilisation and production support activities.

Data Integration & Rollout Specialist

2024 - 2025

- Set up the data export flow from SAP Commerce to the Datalake.
- Supported the Datalake team in its migration to Databricks.

SAP Commerce Change Manager

2023 - 2024

- Managed the functional side of the transition from Hybris 5.2 to SAP Commerce 2205.
- Trained e-business teams to ease SAP Commerce adoption.

B2B Digital Support Manager

2020 - 2025

- Led B2B digital support activities for 7 group countries.
- Resolved urgent live issues and complaints from B2B customers.

E-commerce Business Analyst / Product Owner

2017 - 2020

- Specified business requests and wrote functional designs for new features.
- Worked closely with technical teams in an agile framework to define the best solutions.

Automation Leader – Non-Regression Tests

2018 - 2020

- Designed the test framework architecture for multi-webshop compatibility.
- Automated non-regression tests to enable CI/CD.

DECLIC IT Delivery & Release Manager

2015 - 2017

- Managed the cross-project delivery plan and shared it with customers.
- Led the Scrum team using agile practices.
- Supported and coached team members (PO, SM, Dev) towards self-organisation and autonomy.

AERO CARE Technical Lead

2012 - 2014

- Led the development of aircraft maintenance solutions compliant with international requirements.
- Designed technical solutions and the overall architecture with dev teams.

SABENA TECHNICS R&D Engineer

2009 - 2011

- Prepared aircraft maintenance packages with fleet engineers (Airbus A320 family).
- Automated the creation of the Aircraft Maintenance Programme (AMP).

● KEY FIGURES

17+

years in IT

9

years on B2B SAP Commerce

70+

tools & platforms

7

certifications

● CERTIFICATIONS

SAP

SAP Commerce Cloud – Business User (Application Associate)

SAP

SAP Activate Project Manager (Associate)

PSPO I

Professional Scrum Product Owner™ I (PSPO I)

PSM I

Professional Scrum Master™ I (PSM I)

Anthropic

Claude 101 · Claude Code 101 · Claude Code in Action

● SKILLS

E-commerce platforms

SAP Commerce Cloud (Hybris) · Mirakl · Punchout · WooCommerce · Ingenico

RUN & monitoring

New Relic · DataDome · Zendesk · Jenkins · Apache · Nginx · Tomcat

Data & integration

Datalake · Databricks · Talend · MySQL · SQL Server · Swagger · Postman

Quality & testing

Selenium · Katalon · JMeter · TestRail · TestLink

Cloud & DevOps

AWS · Kubernetes · Docker · Infrastructure as Code · Git

Methods

Scrum · Kanban / RUN · SAP Activate · CI/CD

Analytics & UX

Google Analytics · Kameleoon · Hotjar · Figma

● LANGUAGES

English

Full professional proficiency

French

Fluent

● EDUCATION

National Engineering School of Monastir

Computer engineering – embedded systems · 2006 – 2009

Preparatory Institute for

Engineering Studies of Monastir

Preparatory cycle – Physics & Chemistry · 2006 – 2009

