

firemind.

Leadership Bios



Ahmed Nuaman

Managing Director

Ahmed Nuaman, a dynamic leader and Managing Director of Firemind, a prominent EMEA AWS Consulting Partner. Ahmed's dedication to innovation has positioned him as a trusted authority in modern data strategies, generative AI, and data platforms. He is well-known as a presenter at AWS events and workshops on AI/ML and recognised as a thought leader in artificial intelligence on AWS.

Under his technical guidance, Firemind has continued to excel, helping businesses harness the full potential of AWS to drive growth, scalability, and efficiency. Ahmed's commitment to staying at the forefront of AWS technology has ensured that Firemind remains a centre of excellence in the cloud services industry.



Charlie Hudson

Managing Director

Charlie spent over a decade working for London City Airport, providing a wealth of expertise as an Operational Performance Analyst, Commercial Data Analyst and Data and Insight Specialist. It was during his tenure at London City that Charlie accumulated rapid experience of data strategy, implementation and the application towards targeted KPIs.

He then worked as a Data Visualisation specialist for Vodafone, building and managing expansive BI platforms for a collection of departments across the telecommunications giant. Shortly after his time at Vodafone, Charlie formed Firemind with an associate, propelling the cloud consultancy into the well-recognised data, AI/ML specialist it is today.



Dan White

Chief Commercial Officer

Dan leads the Sales, Marketing and AWS Alliance teams at Firemind, an Advanced AWS Partner using Data and AI to develop transformational business solutions to AWS customers. Prior to Firemind, Dan worked in the AWS Partner Org for 7 years spending the first 3 years leading the UK Partner Solution Architect team and from 2019 led the EMEA Partner Business Development Specialist team responsible for build, market and co-sell with AWS Specialist Partners like Firemind. He was also a Bar Raiser and EQ Evangelist, coaching leaders across Amazon on techniques to improve work life harmony, job satisfaction and inclusion for high performing teams.

Dan is passionate about the positive impact of technology on our lives and so excited to see the opportunity that Generative AI presents to us with Firemind at the forefront of innovation on AWS using Amazon Bedrock to develop a broad range of solutions for our customers.

Dan has over 22 years' experience working in the IT industry, leading technical, presales and business development teams in the UK and across EMEA.



Ben Wheeler

Chief Technology Officer

Ben Wheeler brings an extensive two-decade career trajectory characterised by IT excellence, technical project management, and pioneering leadership into the realm of Artificial Intelligence and Machine Learning (AI/ML).

Ben embarked on his professional journey more than two decades ago at Swansea Council. He held key technical roles, notably leading data centre migrations for respected clients such as House of Fraser, Welsh Water, WHSmith, and the Environment Agency. His journey traversed hands-on and pre-sales roles at diverse IT service providers, culminating in a pivotal 5.5-year tenure at Amazon Web Services. At AWS, he led AI/ML partner development initiatives across EMEA, shaping the landscape of AI solutions.

In his capacity as Firemind's CTO, Ben drives the company's technical vision, harnessing his expertise to propel the adoption of cutting-edge solutions and spearhead the development of innovative services that delineate Firemind's distinctiveness. His leadership role holds a significant mantle in enhancing Firemind's position as a front runner in the realm of Generative AI, further cementing the company's stature as a market leader and fortifying its standing as an esteemed Amazon Web Services (AWS) consultancy partner.