

MICHAEL ARAYA ETBAREKH

Founder, WEGN · Digital Transformation & SaaS Strategy · Finance, Business Systems & Public-Sector Leadership

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EXECUTIVE SUMMARY

Technology founder and finance-trained business strategist with over two decades converting complex organizational challenges into working systems — from communications and stakeholder engagement for the United Nations Development Programme in the Horn of Africa, to financial-control functions inside Fortune 500 and public-sector institutions in the United States, to founding and building WEGN, a multi-product SaaS platform now serving growing businesses across Ethiopia and the wider African market. Combines hands-on accounting and enterprise-systems discipline with product strategy, AI-assisted software delivery, and executive-level stakeholder management — equally effective in a boardroom, a ministry, or directing the architecture of the software itself.

25+ Years Cross-Sector Experience	3 SaaS Products Founded & Shipped	2 Continents of Executive Experience	3 Working Languages (EN · TI · AR)
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CORE EXPERTISE

— Digital Transformation	— SaaS Product Strategy	— AI-Powered Business Solutions
— Business Process Automation	— Enterprise Software Implementation	— Business Systems Design
— Finance & Accounting	— Financial Controls & Reconciliation	— Regulatory & Tax Compliance
— UN / NGO / Government Engagement	— Executive Stakeholder Management	— Product Development Leadership

PROFESSIONAL EXPERIENCE

Founder — WEGN <i>WEGN Store · WEGN Restaurants · WEGN Appointments Minneapolis, MN & Africa Markets</i> Founded and directs product strategy and platform architecture for WEGN, a unified SaaS platform giving growing businesses across Ethiopia and Africa practical, connected software for commerce, restaurant operations, and appointment-based services — one product per operational need, sharing a single subscription and identity backbone. Owns every major decision on architecture, security boundaries, pricing, and market positioning, using AI-assisted engineering to move from concept to shipped product at founder speed. Prior ventures in the same build-and-launch pattern — MERBEBNA, JubaStay, and QRServe/QRSolutions — each paired a complete go-to-market plan with a working product.	2025 – Present
Human Service Technician — MN Dept. of Human Services <i>MSOCS Minneapolis, MN</i> Designs and administers person-centered programs for individuals facing social, economic, and developmental barriers, coordinating across agencies, providers, and families within a large public-sector business-systems	Oct 2009 – Present

environment. Fifteen-plus years of process rigor, compliance discipline, and cross-agency coordination now applied directly to enterprise and government-facing client work.

Senior Accountant — Multiple Engagements

1997 – 2008

Wells Fargo Insurance · University of Minnesota · Segen Construction Co. | MN, USA & Asmara, Eritrea

Built a finance and accounting foundation across insurance, higher education, and construction sectors: financial statement preparation and analysis, multi-account bank reconciliations, corporate and multi-jurisdiction tax filing, quarterly internal audit, and management reporting — delivered largely through Excel, JD Edwards, and PeopleSoft ERP.

Information Officer — United Nations Development Programme

Jul 1999 – Dec 2004

UNDP | Asmara, Eritrea

Developed and executed the country office's communications strategy, managing media relations, press releases, and public information for UN activities across Eritrea. Served as country liaison to the UN Department of Public Information (UNDPI) in New York, organized UN Days and major publication launches with government bodies, NGOs, and UN agencies, and translated official UN materials across English, Arabic, and Tigrinya — sustained experience operating at the intersection of government, multilateral institutions, and public communication.

EDUCATION & CREDENTIALS

Bachelor of Arts, Accounting — University of Asmara, Asmara, Eritrea (1992 – 1997)
U.S. credentials evaluated by Global Credentials Evaluators Inc., 2021
Advanced Excel Spreadsheet Certification — New Horizon Computer Learning Centers, Bloomington, MN (2008)

LANGUAGES, INDUSTRIES & TECHNICAL PROFICIENCY

LANGUAGES	SYSTEMS & TECHNICAL PROFICIENCY
English — Professional	Enterprise SaaS Architecture
Tigrinya — Native	AI-Assisted Software Delivery
Arabic — Professional	Business-Systems Integration
	PeopleSoft ERP
	JD Edwards
	Great Plains
	QuickBooks
	Advanced Excel (Macros, Pivot, Modeling)
	PowerPoint / Executive Reporting
SELECTED INDUSTRIES	
Government & Public Sector	
Financial Services & Insurance	
International Development & NGOs	
Higher Education	
Healthcare & Life Sciences	
SaaS & Technology	
Retail & E-Commerce	
Hospitality	
Construction & Professional Services	

Note for review before distribution: dates for the WEGN founding period and the current MN Dept. of Human Services role are based on the most recent records available and should be confirmed by Michael before this document is sent to any client, agency, or employer.