



Terms of References

Principal Digital Systems & AI Consultant

Introduction

The Pakistan Digital Authority (PDA) is a statutory body established under the Digital Nation Pakistan Act, 2025, mandated to lead the country's transition into a digitally empowered nation. As the apex regulatory and implementation body, the Authority is responsible for formulating standards, harmonizing digital initiatives across all tiers of government, and executing the National Digital Masterplan to foster a robust Digital Economy, Digital Society, and Digital Governance.

PDA functions as the primary enabler of the national digital ecosystem through its three strategic roles: Data & AI Regulator, Citizen Experience Office, and Digital Transformation Authority. To execute this ambitious mandate, the Authority employs a highly specialized workforce comprising experts in Data Science, Digital Policy, Solution Architecture, Digital Public Infrastructure, Cyber Security, and FinTech.

Accordingly, PDA invites applications from qualified professionals for engagement as a **Principal Digital Systems & AI Consultant** to support the design and development of high-performance, scalable, and secure AI-enabled smart service platforms, including Super Apps and national data exchange layers.

Background

The Pakistan Digital Authority (PDA) is mandated to lead the nation's transformation. This is not a simple digitization effort; it is a fundamental re-architecting of our nation's economic future. We operate from the foundational truth that digital is the new operating system for our economy.

The Government of Pakistan is undertaking a comprehensive digital transformation agenda to strengthen citizen-centric service delivery, improve public sector efficiency, and enable private sector participation through interoperable digital platforms. This includes the development of national-level digital public infrastructure such as citizen and business super apps, national digital identity-enabled services, secure Government-to-Government (G2G) and Government-to-Business (G2B) data exchange platform, and the adoption of Artificial Intelligence (AI) to enhance decision-making and service delivery.

This consultancy, financed under a Pakistan Digital Authority-supported program (and aligned with Pakistan Digital Authority good practices where relevant), seeks to engage a highly senior expert to provide strategic leadership and hands-on technical oversight for the design, implementation, and scaling of these national digital systems.



Objective of the Assignment

The objective of this assignment is to provide senior-level strategic, technical, and operational leadership to support Pakistan’s digital public infrastructure initiatives, with a particular focus on:

- National citizen and business super apps
- Integration and use of national digital identity system
- Secure, interoperable G2G and G2B data exchange layer
- High-impact, production-grade AI use cases within government digital services

Scope of the Assignment

Scope of Work and Key Responsibilities

1. Strategic Leadership for National Digital Platforms

- Provide overall technical and strategic leadership for the design and implementation of national-scale digital platforms, including citizen and business super apps.
- Define and validate national reference architectures, interoperability standards, and technology blueprints consistent with international good practice and Pakistan Digital Authority Digital Development guidelines.
- Ensure solutions are scalable, secure, inclusive, and aligned with Pakistan’s digital transformation policies.

2. Super App Design and Implementation

- Lead the technical design and phased rollout of a national super app integrating multiple federal and provincial government services.
- Oversee user-centric design, service orchestration, and platform scalability to support nationwide adoption.
- Guide integration of payments, notifications, identity, and third-party services within the super app ecosystem.

3. National Digital Identity Integration

- Advise on the effective integration of Pakistan’s national digital identity systems into citizen and business services.
- Ensure secure authentication, authorization, and identity federation across platforms.
- Support compliance with data protection, cybersecurity, and privacy requirements consistent with Pakistan Digital Authority standards.



4. G2G and G2B Data Exchange and Interoperability

- Lead the design and operationalization of secure data exchange layers enabling seamless information sharing across federal, provincial, and local government entities.
- Define API standards, data governance frameworks, and interoperability protocols for G2G and G2B use cases.
- Support implementation of integration platforms aligned with Digital Public Infrastructure (DPI) principles.

5. Artificial Intelligence and Advanced Analytics

- Identify, prioritize, and oversee implementation of AI and advanced analytics use cases across public services, operations, and policy domains.
- Provide technical oversight for AI solutions, including machine learning models, automation, and decision-support systems.
- Promote responsible, ethical, transparent, and explainable AI in line with Pakistan Digital Authority and international best practices.

6. Technical Delivery Oversight and Team Leadership

- Provide senior leadership to multidisciplinary development teams, including software engineers, architects, data scientists, and UX specialists.
- Ensure adoption of agile delivery methods, DevOps practices, and robust quality assurance.
- Review and approve key technical deliverables, system designs, and implementation milestones.

7. Stakeholder Engagement and Capacity Building

- Act as a trusted senior advisor to federal and provincial government leadership.
- Coordinate with Pakistan Digital Authority Task Teams, development partners, vendors, and system integrators.
- Support institutional capacity building and structured knowledge transfer to government technical teams.

Key Deliverables

The consultant is expected to deliver, inter alia:

- National digital platforms and super app architecture and implementation roadmap
- Digital identity integration and security guidelines
- G2G and G2B data exchange and interoperability framework



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- AI use case portfolio, prioritization framework, and implementation plans
- Periodic technical progress reports and advisory briefs
- Capacity-building and knowledge-transfer documentation

Key Performance Indicators (KPIs)

Performance will be assessed against the following indicative KPIs:

- Approval of national reference architecture and super app blueprint by relevant authorities
- Successful onboarding of priority government services onto the super app platform
- Operationalization of at least one G2G and one G2B data exchange use case
- Delivery of a prioritized and approved AI use case pipeline with at least three use case implemented or piloted
- Timely delivery of agreed milestones and high-quality technical deliverables
- Effective knowledge transfer evidenced by training sessions and documented guidelines

Reporting Line

The Principal Digital Systems & AI Consultant will report to the Chairman and work under the overall guidance of the relevant Federal Ministry and implementing agencies, in close coordination with the Pakistan Digital Authority Team.

Required Qualifications and Experience

Education

- Advanced degree (Master's or PhD) in Computer Science, Information Systems, Engineering, Data Science, or a related field; or equivalent professional experience.

Professional Experience (Mandatory)

- **Minimum 20+ years** of progressively responsible experience in large-scale digital systems, software engineering and national or enterprise-level technology programs.
- **Proven, demonstrable experience is mandatory** in all of the following areas:
 - Design and implementation of **national or country-scale super applications** (citizen and/or business focused).
 - Design, integration, or operation of **national digital identity systems** embedded within government services.



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- Design and implementation of **government data exchange layers / interoperability platforms** enabling G2G and G2B services.
- Successful delivery of complex digital transformation programs in **Government-to-Government (G2G)** and **Government-to-Business (G2B)** contexts.
- Demonstrated experience providing **senior technical leadership and architectural governance**, including review, validation, and approval of enterprise and platform architectures.
- Proven experience working directly with **multiple suppliers, system integrators, and vendor delivery squads** in large-scale government programs.
- Prior experience leading or delivering large-scale **digital transformation initiatives for the public sector**, including national or sub-national government programs, is strongly preferred.
- The Consultant will report directly to C-level leadership and work in close coordination with senior **national leadership** and high-level stakeholders to support country-level digital transformation priorities.

Desirable / Additional Experience

- Hands-on or leadership experience in **blockchain and distributed ledger technologies**, particularly for identity, data sharing, registries, or trust frameworks.
- Experience with large-scale payment platforms, digital public infrastructure (DPI), or cross-border interoperability initiatives.

Technical Competencies

- Enterprise and government-scale software architecture and solution governance
- Super app ecosystems (mobile and web)
- Digital public infrastructure and interoperability frameworks
- API management, integration platforms, and data exchange layers
- AI/ML systems, data platforms, and automation
- Cloud-native architectures, DevOps, and CI/CD
- Cybersecurity, privacy, data protection, and data governance



Soft Skills

- Exceptional senior leadership and decision-making capabilities
- Strong supplier, contract, and stakeholder management skills
- Ability to operate at both strategic and hands-on architectural levels in complex, multi-vendor environments

Delivery Model and Role Modality

- The Consultant will play a **hands-on advisory and delivery oversight role**, including direct engagement with supplier delivery squads responsible for the super app, data exchange layer, and related platforms.
- Responsibilities will include **architecture review and formal approval**, validation of delivery milestones, and assurance of compliance with agreed technical standards and reference architectures.

Terms of Engagement

The Consultant will be engaged on a full-time contract basis for an initial period of six (06) months. Provisions regarding any potential extension, including the relevant process and terms, will be finalized within the Contract.

Confidentiality, Ethics, and Compliance

The consultant shall comply with all applicable Government of Pakistan regulations and Pakistan Digital Authority policies, including those related to confidentiality, ethics, integrity, data protection, and conflict of interest.

Selection Process

Interested candidates may apply by submitting their CV & Cover Letter to: jobs@pda.gov.pk on or before **6th February, 2026**.

HR Manager

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