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## PRODUCT MANAGER

Dynamic and results-oriented **Senior Product Manager** with over 6 years of experience in driving **B2B and B2C product innovation**. Proven expertise in defining **product strategies**, leading cross-functional teams, and delivering user-centric solutions that enhance customer experience and drive revenue growth. Proficient in **Agile methodologies, market analysis**, and managing the **full product lifecycle** with a strong technical foundation. Skilled in **e-commerce platforms, Payment solutions API integrations**, and aligning business objectives with customer needs to **deliver impactful, scalable products**.

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## PROFESSIONAL EXPERIENCE

### NaNa (Senior Product Manager) - Checkout

March 2025 - Present

- Led the strategy and execution of Nana's Checkout Squad, optimizing the checkout flow to drive higher conversion.
- Launched **CVV-less payments** to streamline repeat purchases, reducing checkout friction and improving payment success rate.
- Increased Average Order Value (**AOV**) by **10%** through **basket-size promotions** and bundled offers that encouraged multi-item purchases.
- Improved **search conversion rate by 16%** by implementing semantic search, keyword suggestions, and categorized results to enhance product discoverability.
- Boosted **store-level conversion by 5%** from store opening to add-to-cart through personalized recommendations and targeted in-store offers.

### Mrsool (Product Manager)

April 2024 - March 2024

- Led integrations with **groceries, pharmacies, enterprise restaurants, and aggregator systems**, driving streamlined operations and enhancing partner efficiency.
- Owned and managed **Mrsool Grocery service (magady)**, achieving a **14% increase** in Average Order Value (**AOV**) through strategic product optimization and enhanced user engagement.
- Launched **Mrsool Public APIs**, unlocking new revenue opportunities with an **expected SAR 1.5M increase in monthly GMV**.
- Optimized integration health, reducing the **Order Failure Rate from 3% to 0.6%**, recovering **SAR 1.16M in GMV monthly**.
- **Increased Digital Card Store monthly GMV from 270K SAR to 570K SAR** through stabilizing the integration (with the cards provider).

### Foodics (Product Manager)

Aug 2021 - April 2024

- Enhanced Foodics Online Ordering Applications, driving a **15% mobile conversion rate and 7% web conversion rate**.
- Increased **monthly orders from 350K to 500K**, boosting monthly **GMV from \$5.5M to \$8M** through strategic product enhancements and user-focused initiatives.
- Delivered custom **ordering applications** for popular brands, like **½ M, Dunkin' Donuts, and Herfy**.
- Led a comprehensive revamp of **Foodics Marketplace** (integrations marketplace), streamlining the **integration's stability and usability**.
- Building **integrations** with leading **food aggregators, delivery companies, and payment gateways** to expand market reach.

## **Servicio (Business Analyst)**

**Jan 2018 - Aug 2020**

- Designed innovative business model and value propositions tailored to market needs.
- Directed the development of Servicio Consumer and Provider Apps from ideation to launch, ensuring alignment with business objectives

## **EDUCATION**

### **Masters in business Administration**

Webster University

11/2017 - 06/2019, Athens, Greece

### **Bachelor of Science in Aeronautical Engineering**

Jordan University of Science & Technology

09/2012 - 01/2017, Irbid, Jordan

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## **KEY SKILLS**

- **Product Management:** Product Development, Product Discovery, Strategy, OKRs, Road Mapping, PRDs, Wireframing , Agile and Scrum Methodologies.
- **AI :** Cursor , Stitch , Lovable.
- **Tools :** Supa-base , JIRA, Trello, Notion, Figma, Postman, Swagger, Metabase, MySQL, SQL, MongoDB
- **Technologies :** POS, E-Commerce Systems, Payment Gateway, SaaS , LaaS
- **Programming :** YAML, JSON, XML, SQL, HTML, CSS, JavaScript , APIs
- **Soft Skills :** Stakeholder Management , Leadership, Communication Skills, Time Management , Problem Solving

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## **CERTIFICATES**

- Advanced Software Development in full-stack JavaScript. Abdul Aziz Al Ghurair School of Advance Computing (ASAC), Luminus Technical University (02/2021)
- Product-led Certification, Pendo.io, (01/2023)
- Product Analytics Micro-Certification (PAC)™, Product School, (01/2023)
- API Product Manager, API Academy, (10/2021)
- Scrum Fundamentals Certified, SCRUMstudy - Accreditation Body for Scrum and Agile, (08/2021)
- PMP certification training course, Metanoia training & consulting, (02/2020)
- Fundamentals of digital marketing, Google. (08/2020)
- Google Analytics Individual Qualification, Google Digital Academy (Skillshop) (08/2020)

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## **LANGUAGES**

Arabic

Native or Bilingual Proficiency

English

Full Professional Proficiency

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## **REFERENCES**

Bashar Al Najjar , Product Lead At Tamara

00966 54 062 4455

Abdullah Jaber , Product Manager At NI

00966 59 897 0553

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