



Product & Delivery Manager

Results-driven and cross-functional senior manager with 8+ years in retail sectors including pharmaceuticals, clinics, and electronics, adept in digital transformation, product roadmap creation, and building high-performing teams. Skilled in software delivery, enhancing customer engagement, and operational efficiency, I leverage data-driven decisions and technological advancements to drive strategic growth.

WORK EXPERIENCE

Nahdi Medical Co.

● Products and Innovations Senior Manager

Aug 2023 - Present

- Leading Nahdi's digital products and innovations like Nuhdeek, the loyalty program and new app features launches.
- Leading and building high-performing product team to launch an enhanced version of NahdiOnline in Q3 2024.
- Implementing personalization tools & strategies for social proof.
- Launched in-app booking for Home Health Care services in Nahdi Care Clinics, which ease and fasten the process for patients by 13%
- Led and launched the KIOSK self check-in for Nahdi Care Clinics, which reduced waiting time & was utilized 23% in the first 3 months.
- Revamped Nuhdeek, the loyalty program, to increase visibility on coupons and how to earn and burn as per the business strategy.
- Enhanced clinics NPS from 72 to 81 by performing a deep-dive on each low rated point and identified resolution and mitigation by release or business process.

● OmniHealth Application Manager

Mar 2022 - Aug 2023

- Led the revamp of Nahdicare clinics app from ideation until store submissions in 5 weeks
- Stabilized & improved the Nahdicare clinics platform with Insurance integrations.

Panda Retail Company - Savola Group

Software Development Lead

May 2020 - Feb 2022

- Led & launched Panda's mobile E-commerce "Pandaclick" during the pandemic.
- Led integration & solution designs for the new Panda E-commerce.
- Software & delivery management for OmniChannel E-commerce department.

Nahdi Medical Co.

Digital Platform Developer

May 2018 - May 2020

- Led E-commerce application development, SSO integration, E-Prescription technical development plan.
- Managed the integration development to all customer-facing channels.
- Developed Front-End of 20+ projects.
- Designed and analyzed solutions for SSO, ERX, delivery models & last mile.
- Performed UAT to ensure features functions as expected and resolve bugs if any.

SKILLS

Programming

JavaScript | Java | C# | PHP | Python

Command Languages

SQL | Matlab | Shell

Technologies

Expo | Oracle Fusion Suite | Git Version Control | React Native

Tools

VsCode | Photoshop CS5 | Illustrator | Spine | Figma

Self-Reliance

Hard work | Self-learning | Critical thinking | Problem solving | Adaptability | Collaboration

Creativity

Videography | drawing | Animation

Languages

Arabic | English

EDUCATION

B.Sc. in Computer Science

King Abdulaziz University

GPA (4.51/5)

2011 - 2016

PROJECTS

Manfoosh

Building a community for Pets & Pets Lovers

2021

Prophet Stories for children

2014

WORK EXPERIENCE CONT.

United Yousef Naghi Co. Ltd.

Application Developer

Jun 2016 - May 2018

- Created prototypes and functional specifications for web-based and desktop applications.
- Developed, analyzed and tested software throughout the full life-cycle.
- Performed the integration development between any 3rd party services (Mobily Neqaty and Oracle Payroll Postings).
- Designed and implemented the headless APIs for LG Naghi web-store.
- Handled the administration and design of Database, ensuring optimal performance and scalability.
- Engaged with stakeholders to gather feedback and provide updates on project plans, ensuring alignment with business goals.
- Collaborated closely with personnel to discuss project specifics, introduce new technologies, and adhere to deadlines.
- Successfully resolved over 500 end-user tickets, significantly enhancing user satisfaction while strictly adhering to SLA.
- Executed a key role in the development of Oracle ADF, contributing to project success.
- Developed and managed Oracle BI reports focusing on data related to E-commerce & finance, facilitating data-driven decision-making by sharing insights with relevant parties.

Rabigh Refining and Petrochemical Company (Petro Rabigh)

IT Intern

Jun 2015 - Aug 2015

National Commercial Bank (NCB) - Now SNB

Trainee

Jun 2013 - Aug 2013

ACHIEVEMENTS

Publication of research paper for senior project "KAU Virtual Cane" in HCist2016

International Conference on Health and Social Care Information Systems and Technologies

Porto, Portugal - 2016

Implementation of Mobily Neqaty Project for Eddy Company

Jeddah, Saudi Arabia - 2017

Won 2nd place of GCON game development competition with "Where am I?" game

Riyadh, Saudi Arabia - 2013

3rd Place Winner of Faculty of Computing & Information Technology EOSS

Jeddah, Saudi Arabia - 2015

CERTIFICATES

- AI Product Manager Nanodegree by Udacity - September, 2023
- Certified Ethical Hacker (CEH) by EC-Council - June, 2017
- EMC Academic Associate's "Cloud Infrastructure and Services" - 2016