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Digital Product Manager • Platforms, Data Products & API Services • RegTech • GovTech • HRTech

SUMMARY

Digital Product Manager focused on product management, delivery, and business development. I build digital platforms, data products, and API-enabled services, and identify new product opportunities that translate into revenue and growth.

Market experience: government digital services, data ecosystems, employment and labor market, insurance, food delivery, and eCommerce across the Saudi market.

Categories: RegTech • GovTech • HRTech • Data Products • API Monetization • B2B / B2B2C

EXPERIENCE

Digital Products Manager at [Thiqah](#)

Nov 2022 – Present • Riyadh, Saudi Arabia

Product management and business development for digital platforms at Thiqah, in partnership with the Ministry of Commerce, that simplify how businesses start, operate, and grow in Saudi Arabia.

Lead **product management** and **digital transformation** initiatives with the **Ministry of Commerce** and **Saudi Business Center**, turning policy and regulatory needs into scalable digital services. Drive **business development** for **new data products** built on Wathiq, identifying revenue opportunities and translating them into **business cases** approved and launched across the portfolio.

Built 6+ business cases to optimize existing revenue streams and create new ones across the portfolio.

Focus areas

- Product strategy and roadmap
- Delivery and continuous improvement
- Data platforms and API-enabled services
- Business development and new product opportunities
- Growth, service optimization, and cross-platform integrations

Product Manager at [Takamol Holding \(Qiwa Platform\)](#)

Oct 2020 – Nov 2022 • Riyadh, Saudi Arabia

Product management on the Qiwa platform: digital services supporting employment and labor market operations across Saudi Arabia.

- Owned the roadmap and delivery of multiple HRTech products on the Qiwa platform, partnering with internal and offshore engineering to ship capabilities used Kingdom-wide.
- Shipped Employee Transfer, a digital service for managing employee transfers between employers.
- Delivered Company Policies, a service that connects MHRSD, law firms, and companies to define, review, and manage employment policies in compliance with labor regulations.
- Contributed to Staffing Marketplace, connecting companies with staffing and recruitment partners through the Qiwa ecosystem.

Senior Product Specialist at [HungerStation](#)

Feb 2020 – Sep 2020 • Riyadh, Saudi Arabia

Product manager for HungerStation's web channel, owning growth across business and rider onboarding.

- Lifted conversion across the merchant and rider onboarding funnel by redesigning key touchpoints and removing drop-off points.
- Shipped revenue-driving experiments and optimizations across the ordering and acquisition flows.
- Partnered with product, engineering, design, ops, and marketing to deliver web and mobile features end-to-end.

eCommerce & Digital Channels Specialist at **Tawuniya Insurance** Dec 2017 – Jan 2020 • Riyadh, Saudi Arabia

Product manager for Tawuniya's digital portfolio across B2C and B2B2C channels: motor, travel, and the main customer website.

- Owned the roadmap, delivery, and performance of motor and travel insurance products, sold both directly and through aggregator partners (Tameeni, BCare).
- Led aggregator API integrations, validating business logic and functionality across third-party flows to ensure pricing, eligibility, and policy issuance worked correctly at scale.
- Prioritized roadmap items by business value and ROI, with stakeholder input across business, tech, and operations.
- Built the analytics and reporting cadence that informed product decisions, with weekly and monthly performance reviews tied to revenue and usage metrics.

Products: Tawuniya main website • Motor (direct + Tameeni, BCare) • Travel • E-Services

eCommerce Product Manager at **12 Cups**

Aug 2016 – Nov 2017 • Riyadh, Saudi Arabia

Product owner for 12 Cups, an online specialty coffee equipment retailer in Saudi Arabia, covering tech, operations, and commercial performance end-to-end.

- Launched and scaled the online store serving Saudi specialty coffee enthusiasts and home baristas.
- Integrated logistics and payment gateways with third-party providers for reliable fulfillment and checkout.
- Automated back-end workflows to streamline order processing and delivery.
- Grew sales through targeted marketing campaigns that drove measurable lifts in order volume.
- Managed a remote freelance development team through delivery and releases.
- Owned performance reporting and used sales data to prioritize the roadmap.

Coop Trainee, Innovation & Business Development at **Elm**

Sep 2016 – Jan 2017 • Riyadh, Saudi Arabia

- Trained within Elm's Innovation & Business Development division, contributing to early-stage product and business initiatives.

EDUCATION

Bachelor's Degree, Management Information Systems at **King Saud University** 2012 – 2017 • Riyadh, Saudi Arabia

CERTIFICATIONS

- Certified Product Manager (CPM), issued by AIPMM (The Association of International Product Marketing and Management)
- Professional Scrum Product Owner I (PSPO I), issued by Scrum.org

SKILLS

Product: Product Strategy • Roadmap & Prioritization • MVPs • Discovery & Delivery • Agile / Scrum • Jira

Domains: Data Products • API Monetization • RegTech • GovTech • HRTech • B2B / B2B2C

Growth & Analytics: Business Development • Revenue Optimization • Conversion Rate Optimization • Sales Funnel Optimization • Product Analytics • User Journey Optimization

Cross-functional: Stakeholder Management • Cross-functional Leadership • Government Relations • Vendor & Offshore Team Management

Build & Validate: PoCs & Product Concepts • Working MVPs for Market Validation • Technical Fluency in Product Development • AI-Augmented Product Workflows

LANGUAGES

Arabic: Native

English: Full professional proficiency