



PROFILE

Product manager with eight years in multi-tenant platforms: one product standing behind thousands of businesses, each with its own store, app, and data. I currently lead the Matajer product, and have shipped products in loyalty, reviews, and customer apps alongside it, all of which reached real users. My developer background means I read the code, build the prototype myself, and write requirements engineers can build from directly.

NUMBERS FROM PRODUCTS I HAVE WORKED ON

3,000+	merchants on Matajer	980,000+	end users on Matajer
250,000	orders a year through Matajer	40+	projects delivered with the ibtikarat team

EXPERIENCE

Product Manager

Apr 2019 — Present

Matajer · Full-time · a product of ibtikarat · Jeddah

- Led the product from concept to launch and still own its direction: a multi-tenant platform handling millions of server requests a day, where every merchant gets their own store, app, and isolated data
- Built a merchant control panel for managing orders, products, and customer data in one place
- Integrated payment gateways, shipping and delivery providers, and complementary apps so merchants get a complete experience without leaving the platform
- Maintain the roadmap and communicate it with stakeholders, working day to day with a team of 20 across engineering, design, and support

Senior Product Manager

Aug 2025 — Aug 2026

Points · Self-employed · Jeddah

- Took the product from an early concept to a loyalty platform merchants pay for: one points wallet customers earn and spend across an entire merchant network instead of a card per store
- Ran discovery with merchants and shoppers, and cut scope that did not move the core loyalty loop
- Defined the loyalty economics: earn rate, redemption rules at checkout, point gifting, and a two sided referral program
- Prioritized more than 10 third party integrations so merchants could go live on their existing stack with no development work on their side
- Shipped an AI recommendation layer that flags customers about to churn and suggests the reward likely to bring them back

Project Manager

Jan 2018 — Present

ibtikarat · Hybrid · Jeddah

- Delivered software projects for clients across different industries, from mobile applications to complete business systems
- Turn client goals into clear scope, priorities, and requirements the development team builds from directly
- Run delivery across parallel projects: planning, design reviews, QA, release, and handover
- Al-Ittihad Club app: one app covering memberships, news, auctions, the store, and predictions, with more than 650,000 users and millions of server requests a day

Product Manager

Nov 2024 — Jul 2025

Review App · Self-employed · Jeddah

- A SaaS platform giving merchants their own branded website and app, plus a presence inside the main review platform where customers discover nearby places
- Launched map and location based discovery, and a loyalty points program that gives customers a reason to leave reviews
- Built a merchant payment system covering balance, dues, and wallet, and integrated WhatsApp for bulk campaigns

Earlier technical roles

2013 — 2018

Baytalaroos · Shahamh Media

- Developer and IT lead: building websites and internal applications and running systems

A PRODUCT DECISION — POINTS

Decision: one points wallet earned at any merchant in the network and spent at any other, instead of a closed program per store. **Rejected:** a standalone program per merchant, easier to sell and faster to launch, because it reproduces the same problem and its ceiling is one store. **Cost:** a shared wallet is worthless with one merchant, so the start was slower, and merchants had to go live on their existing stack untouched, which is why I prioritized 10+ integrations and deferred requests from the loudest merchants.

SHIPPED PRODUCTS

Matajer — mapp.sa · [App Store](#) · [Google Play](#)

Points — demo.papp.sa · [App Store](#) · [Google Play](#)

Al-Ittihad Club App — [App Store](#) · [Google Play](#)

Review App — reviewapp.sa · [App Store](#) · [Google Play](#)

SKILLS

Product Strategy · Product Roadmapping · Product Discovery · Feature Prioritization · MVP Planning · Go-to-Market · E-Commerce · SaaS · Multi-tenant Platforms · Payment Gateways · Shipping & Delivery · POS Integrations · Customer Loyalty · AI-Powered Products · Churn Prediction · Rapid Prototyping · Cross-functional Leadership · Stakeholder Management · Requirements Analysis · Agile · UX Research · Usability Testing · Customer Journeys · Wireframing · APIs · Jira · Notion · Slack

EDUCATION & CERTIFICATIONS

Bachelor of Information Technology — Saudi Electronic University · 2019 — 2023

Introduction to Artificial Intelligence (AI) — IBM · Nov 2024 · coursera.org/verify/2DARIASZG1KB

Full Stack Developer Track — Udacity · 1 Million Arab Coders · Apr 2018

User Experience (UX) Design — Edraak · May 2018

JIRA Software — Udemy · Aug 2021

LANGUAGES

Arabic (native) · English