

Business Operations Manager with 10+ years of experience building and optimizing startups, leading cross-functional teams, and scaling operations across **Fintech, SaaS, eCommerce, Telecom, and F&B**.
I specialize in **structuring high-growth environments**, bridging **Product, Operations, and Engineering**, and enabling data driven decisions that improve efficiency, reliability, and customer experience.

Highlights of My Career

- At **Malaa Fintech**, built core operational frameworks and control processes supporting **open banking, investments, and lending services** improving data accuracy, customer experience, and collaboration across Operations, Engineering, and Compliance.
- Designed and implemented **end to end processes and dashboards** that enabled real-time visibility of performance metrics and service-level compliance.
- Successfully built and launched a **B2B eCommerce platform from scratch**, achieving a 37% increase in sales within six months.
- Led a cross-functional team of 10 across Operations, Fulfillment, and Logistics, achieving a **20% reduction in operational expenses** and an **87% fulfillment rate** through automation and process optimization.
- Managed operations for leading brands including **Huawei, Samsung, and Sony**, ensuring timely delivery and seamless customer experience.
- Expanded market presence by opening new sales channels **on Noon.com and Amazon.com**, driving brand visibility and revenue growth.

WORK EXPERIENCE

Business Operations Manager Aug 2024 - Present
Malaa Technologies, Riyadh

- Malaa is a Saudi Fintech specializing in open banking and personal finance management. I oversee daily operations, cross-team collaboration, and process optimization to enhance customer experience, data accuracy, and service delivery.
- Designed and implemented **core operational processes** supporting personal finance, lending, and investment products.
 - Built an **Operations Dashboard** to monitor KPIs across Customer Support, Engineering, and Compliance.
 - Defined and launched **SLAs** to improve turnaround time for technical issues and inter-department alignment.
 - Partnered with the **CSO and Engineering** to streamline bank integrations and resolve backlogs in issue management.
 - Led data validation initiatives to enhance **transaction journal accuracy** (withdrawals, funding, and net journals).
 - Collaborated with Product and Data teams to create **real-time performance metrics** (NPS, investment cashflows, fund performance).
 - Supported the rollout of new products by developing **process manuals and governance frameworks** for internal teams.

Head of Operations Jun 2023 - Jul 2024
Greenline Group, Riyadh

- Greenline Group serves leading B2B and B2G clients, offering Events, Catering, and Corporate Gift solutions.
- Built and launched **Etmar.com**, a B2B food eCommerce platform generating SAR 3.2M ARR.
 - Achieved a **37% increase in online sales** within six months of launch.
 - Reduced operational expenses by 20% (SAR 700K annually) through process digitization and automation.
 - Built, hired, and trained a **cross-functional team of 10** across KSA and UAE.
 - Integrated **Amazon Payment Services** and negotiated with BNPL providers to expand payment options.

Operations Manager Jan 2023 - May 2023
Amkenah, Riyadh

- Built and launched a booking platform for Riyadh-based experiences and activities.
- Reduced supplier costs by 20% and increased online sales by 30% in five months.

Led logistics, support, and operations teams; supported marketing and growth initiatives

Operations Manager Hwadi.sa <ul style="list-style-type: none">· Led development of Karaz.market, a collaborative eCommerce venture with Spacetoan.· Managed Operations, Marketing, and Logistics teams (16 staff) and prepared platform for acquisition.· Negotiated with vendors, onboarded 3PL partners (Imile, Samsa, Aramex), and implemented Amazon Payments.	Aug 2021 - Jan 2023
eCommerce Operations Specialist Modern Electronics (Sony World), Riyadh <ul style="list-style-type: none">· Oversaw order fulfillment for Mestores.com and La3eb.com, handling 7,000+ PS5 orders across KSA with 93% same-day delivery.· Reduced fraud transactions from 9% to 2% through improved system checks and process coordination.	Nov 2020 - Jul 2021
eCommerce Operations Team Leader Axiom Telecom, Riyadh <ul style="list-style-type: none">· Managed a 4-member team overseeing online operations for Huawei, Samsung, and HTC Vive.· Achieved \$19M+ in online sales (2021) and launched Axiom’s stores on Amazon and Noon.· Collaborated with Huawei’s tech team to develop an e-wallet solution that reduced checkout time.	Dec 2018 - Oct 2020
Earlier Roles Axiom Telecom, Riyadh <ul style="list-style-type: none">Key Account Executive – Axiom Telecom (2018)Marketing Supervisor – Axiom Telecom (2016–2018)Sales Advisor – Axiom Telecom (2013–2016)	2013 - 2018

EDUCATION AND QUALIFICATIONS

Bachelor of Business Administration Ibb University, IBB-Yemen	2020 - 2022
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SKILLS

Business Operations	Experienced
Product Operations	Experienced
Process Optimization	Experienced
KPI Design	Experienced
Cross-Functional Leadership	Experienced
Fintech Operations	Experienced
Payments & Open Banking	Experienced
Strategic Planning	Skillful
Data Analysis	Skillful