



Ahmad Al-Karmi

Senior Product Manager

SUMMARY

A seasoned product manager and digital transformation expert with over a decade of experience driving revenue and success. I implement innovative digital strategies, combining planning, execution, and UX to help businesses thrive in a constantly evolving landscape.

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 Canadian

EDUCATION

Master of Business Administration
Boston University, Boston
2023-2025

- With Honors, 3.68 GPA

Bachelor of Business Administration
American University of Kuwait, Kuwait
2007-2010

- With Honors, 3.62 GPA

WORK EXPERIENCE

Al Jazeera Media Network, Senior Product Manager

 Doha, Qatar  July 2025-Present

- Responsible for loyalty, retention and growth across all Al Jazeera Properties
- Product Owner for Al Jazeera Mubasher (Live Broadcast Property)

UULA Technologies, Product Manager

 Kuwait City, Kuwait  August 2023-July 2025

- Increased engagement by 70% with the gamified "Practice Center" feature, replacing daily quizzes.
- Boosted course page engagement by 4% through a user-centric redesign guided by analytics and A/B testing.
- Achieved a 90%+ search-to-results conversion rate by launching a new search interface and custom algorithms.
- Increased user acquisition by 2% during peak season with a data-driven marketing campaign.
- Enhanced teacher productivity by 8.5% and reduced negative scoring by 3% with an AI-powered messaging feature.
- Improved knowledge retention by 30% and achieved 70% user adoption with the "Fixing Mistakes" feature.
- Led a cross-functional team of 7 developers and 3 designers while managing executive and business stakeholders, delivering 100% of business requirements and planned roadmaps of impactful product features.

Bleems, Head of Product Management

 Kuwait City, Kuwait  May 2021 - June 2023

- Increased daily revenue by 23% and average cart size by 28% by designing and launching a customer loyalty program.
- Boosted average monthly conversion rates to 12.1% with AI-driven personalization and

merchandising, achieving a 36.1% conversion rate during cashback events.

- Improved add-to-cart to purchase conversion by 16% by creating a new optimized purchase flow for users at checkout.
- Drove a 19.7% increase in monthly average revenue by developing a wholesale marketplace in the vendor admin panel, monetizing commissions from wholesalers.
- Established and led the product management department, delivering a 22% productivity increase and faster feature rollouts through annual roadmaps and agile team oversight.
- Ensured 100% on-time project delivery by managing feature teams and optimizing workflows with agile practices.
- Oversaw project management milestones and agile development rituals, delivering 20+ new features and 40+ enhancements within two years.

MEDCOMM Consulting Group, Chief Innovation Officer

 Kuwait City, Kuwait  March 2010 - May 2021

- Managed an average of KWD 300,000 innovation budget and leading an 8-person team on strategic initiatives on an annual basis.
- Conceptualized, launched and grew Zain eSports to 18,000 participants and 43M social media impressions in one year by leveraging new technologies, platforms, and market trends.
- Increased profits by 27% for a \$10M business venture through a go-to-market strategy focused on effective pricing and branding.
- Achieved an overall 24% cost savings from the original project budget for the IT system design of the new AOU Riyadh campus with a new and innovative audio/visual solution and integrated e-learning platform.
- Streamlined the creation and assessment of RFPs across 8 industries.
- Reduced operational costs by 23% by creating an internal project management software based on agile principals and our operational framework.

 MISC.

 Arabic: Native fluency

 English: Native fluency

Product Management Skills:

- Agile Methodologies
- Product Roadmaps
- Backlog Management
- Cross-Functional Team Leadership
- Stakeholder management
- AI Product Management
- User-Centric Design
- Strategic Forecasting
- User Experience Research

Tools:

- Excel
- Power BI
- Amplitude
- Google Analytics
- Qlik Sense,
- Tableau
- Salesforce CRM
- Product Board
- Figma
- Confluence
- Jira