

ABDELRHMAN REFAAT

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PROFESSIONAL SUMMARY

Product manager with nearly four years of experience across AI product and operations product, building and shipping at Taager-a fast-scaling cross-border e-commerce platform across the Middle East. Known for owning roadmaps end-to-end, digging independently into data, and launching products that move the numbers that matter: delivery rates, conversion, agent costs, and order revenue. Most recently drove the AI product suite that eliminated more than \$155K in annual operational costs and opened fully autonomous acquisition and merchant-growth channels. Technically grounded in SQL and Python; equally comfortable in a discovery session with engineering as in a strategy review with C-suite leadership. Looking for a Senior PM role where the problems are hard, the data is real, and speed of execution is rewarded.

WORK EXPERIENCE

Lead AI Product Manager

July 2025 – Present

Taager.com | Riyadh, Saudi Arabia

Defined and owned the product roadmap for Taager's AI product portfolio spanning customer acquisition, order confirmation, delivery recovery, merchant automation, and performance marketing. Operated as the primary product decision-maker across scope, success metrics, launch sequencing, and stakeholder alignment for every AI initiative shipped to date.

- Launched a Click-to-WhatsApp (CTWA) acquisition channel powered by an AI agent that handles product discovery, recommendations, and order placement entirely autonomously eliminating all inbound WhatsApp agent capacity and saving \$25K/year.
- Built and shipped an AI Recovery Agent for failed delivery orders that contacts customers automatically, collects structured failure reasons, and enriches order status data in real time removing \$72K/year in manual follow-up costs and significantly improving delivery intelligence across the network.
- Designed an Autonomous Merchant Product that creates TikTok ad campaigns, allocates spend, runs multivariate creative tests, kills underperformers, and scales winners via API with zero manual intervention enabling merchants to generate profitable orders at scale without any performance marketing expertise.
- Surfaced an AI-powered WhatsApp conversion entry point on merchant storefronts, creating a high-intent direct channel that drove a 15% CVR lift for participating merchants.
- Led end-to-end migration from a third-party WhatsApp provider to a self-hosted infrastructure with Chatwoot, enabling market-specific automation and reducing messaging costs by \$48K/year.
- Built a Saudi National Address (SNA) validation service integrated directly into the order flow, reducing address acquisition cost from \$0.50 to \$0.01 per order a \$0.49 saving that compounds across tens of thousands of monthly orders.
- Launched a WhatsApp AI Agent for customer support that resolves inquiries autonomously end-to-end, saving \$10K/year by eliminating human handling of routine CX workflows.

Key Achievements

- ▶ **\$155K+ saved annually** - across CTWA Agent, Recovery Agent, support automation, and provider migration combined.
- ▶ **15% CVR lift** - unlocked by adding an AI WhatsApp channel to merchant storefronts.
- ▶ **\$0.01/order address cost** - down from \$0.50 via the Saudi National Address validation service.

Taager.com | Riyadh, Saudi Arabia

Owned the operations and CX product function across three years of significant company growth. Worked closely with engineering, data, finance, and logistics teams to define requirements, maintain the product roadmap, and ship features that moved delivery performance, cost efficiency, and customer satisfaction at scale. Also served as the primary data infrastructure owner-building the analytics pipelines and dashboards used to measure every product built in this role.

- Launched a prepaid order conversion feature end-to-end with the engineering team, driving a +2.5% lift in prepaid order share-reducing COD exposure and improving cash flow at the company level.
- Built a customer-facing shipment tracking portal from scratch (HTML/PHP/JS/CSS), ran a controlled A/B test against the existing experience, and achieved a sustained +1% improvement in delivery rate.
- Launched a smart reachability reminder mechanism that lifted order reachability by +1%-a meaningful improvement at the volume of thousands of daily orders processed by the platform.
- Redesigned the WhatsApp bot flow and CX automation end-to-end, reducing annual support costs by \$50K through targeted script changes, automation of manual touchpoints, and improved escalation logic.
- Digitized agent workflows and built the company's first C-SAT reporting system, giving CX leadership real-time visibility into customer sentiment across all touchpoints.
- Designed and maintained SQL and Python analytics pipelines and Tableau dashboards tracking delivery time, accuracy, cost-per-order, and CX performance-independently surfacing operational insights that shaped quarterly roadmap priorities.
- Led cross-functional performance reviews with finance, logistics, and product stakeholders, translating data findings into prioritized backlog items and team-level OKRs.

Key Achievements

- ▶ **+2% Delivery Rate** - driven by CX workflow improvements, order accuracy fixes, and smarter allocation logic.
- ▶ **+2.5% Prepaid Orders** - led full-stack feature rollout with the engineering team from spec to launch.
- ▶ **\$50K/year saved** - WhatsApp bot and CX flow redesign eliminated redundant manual handling.
- ▶ **+1% Order Reachability** - smart reminder mechanism launched and validated via controlled test.

Operations Performance & Analysis Lead

October 2021 – June 2022

Taager.com | Cairo, Egypt

- Developed data-driven strategies and built operational dashboards to support decision-making across warehouse, delivery, and CX functions.
- Redesigned warehouse shift scheduling logic, saving 70,000 EGP/month in operational costs with no headcount change.
- Improved the same-day shipout rate by 25–30% through process analysis and targeted workflow changes across the fulfillment team.

Operations Account Manager

May 2021 – October 2021

Taager.com | Cairo, Egypt

- Managed operational aspects of merchant accounts, monitored daily fulfillment metrics, and coordinated across internal teams to maintain delivery rate targets and operational accuracy.

Quality Control Analyst

January 2019 – October 2019

Jumia.eg | Cairo, Egypt

- Monitored daily operations for compliance with quality standards, generated performance reports, and ensured adherence to standard procedures across the operations function.

EDUCATION

CORE SKILLS

- Product Strategy
- AI & Automation Products
- Operations Product Management
- Roadmapping & Prioritisation
- A/B Testing & Experimentation
- KPI & Metrics Ownership
- PRD Writing & User Story Mapping
- SQL & Data Analysis
- Python (Automation & Analytics)
- Tableau & Data Visualisation
- Cross-Functional Leadership
- Stakeholder Management
- Customer Experience Design
- Cost Reduction & Efficiency
- Advanced Excel & PowerPoint