

ALI AMMAR JRADEH

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EDUCATION

MASTER IN ANALYTICS Georgia Institute of Technology <i>The H. Milton Stewart School of Industrial and Systems Engineering</i>	August 2025 - present <i>Atlanta, USA</i>
MASTER IN BUSINESS ADMINISTRATION American University of Beirut 4.17/4.0 GPA, <i>Beta Gamma Sigma Lifetime Member, Ranked 1st in my cohort</i>	November 2022 - June 2024 <i>Beirut, Lebanon</i>
International Module: Doing Business Abroad Residency - Toulouse Business School, Barcelona (2024)	
MASTER OF COMMUNICATIONS AND ELECTRONICS Beirut Arab University 4.0/4.0 GPA, <i>Thesis: AI-Assisted Network Slicing: Technical and Business Study</i>	October 2020 - April 2022 <i>Beirut, Lebanon</i>
BACHELOR OF COMMUNICATIONS AND ELECTRONICS Beirut Arab University 3.6/4.0 GPA, Ranked 2nd in my cohort	March 2014 - September 2018 <i>Beirut, Lebanon</i>
EXECUTIVE EDUCATION: Pricing Analytics American University of Beirut - Suliman S. Olayan School of Business <i>Led by Prof. Victor Araman on price optimization, demand modeling, revenue management</i>	2026 <i>Beirut, Lebanon</i>

WORK EXPERIENCE

Noon - One of the Largest E-commerce Companies in the Gulf Senior Commercial & Strategy Manager Senior Account Manager Account Manager	<i>Beirut, Lebanon</i> Jan 2026 - Present Apr 2025 - Jan 2026 Jun 2024 - Apr 2025
<ul style="list-style-type: none">Built quarterly growth plans for 35 strategic partners covering pricing, assortment, and promo levers; lifted partner GMV by 15% vs. prior quarter and hit 92% of annual revenue targetOnboarded 20+ commercial partners in 2 months, negotiated margin terms, SLAs, and listing fees that generated \$5M in first-quarter GMVStandardized a weekly risk-tracking governance for a \$10M initiative portfolio, reducing project launch delays and budget overruns by 15% across 35 partner accountsDrove \$6M portfolio revenue growth by launching exclusive SKUs with top-3 partners and expanding into new sub-categories in KSA	
Ericsson - A Leading Telecommunications Company Lead Solutions Consultant & Product Owner Experienced RAN Integration Engineer RAN Integration Engineer	<i>Beirut, Lebanon</i> Jun 2020 - Jan 2024 Oct 2019 - Jun 2020 Jan 2019 - Oct 2019
<ul style="list-style-type: none">Led 15 engineers and 45+ network transformation projects representing \$900M portfolio value on 2G, 3G, 4G and 5G for tier-1 Gulf operators (STC, Mobily, Batelco, Etisalat); delivered all on-time and 15% under budgetAuthored technical responses on 15+ tier-1 Gulf operator bids; 6 won, totaling \$400M in signed contractsIdentified 5 cross-sell opportunities within existing accounts; closed 2 for \$60M in incremental revenueOwned roadmap and backlog for Ericsson's Automation Garage; shipped 35 features adopted by 12 operator delivery teams across 3 regions, saving \$1M annuallyBuilt Python/Linux automation tools for site design and network configuration pipelines, cutting manual workflow time by 60% and process cost by up to 70% across 5 to 10 engineers	

- Built network models for connectivity, reducing call drop rate from 1% to 0.01% across 15,000 sites

Khazzin - Inventory Automation and Fulfillment
Co-Founder & Head of Product and Strategy

Beirut, Lebanon
 Feb 2024 - Present

- Co-founded inventory automation and fulfillment startup; reached operational break-even in 10 months with 10 customers and \$150K MRR. Owned P&L, fundraising, and commercial roadmap
- Led a 10-person cross-functional team across engineering, marketing, and operations; 20 paying customers generating \$250K MRR (ARPU range: \$5K-\$25K)
- Rebuilt fulfillment workflow using usage data to prioritize features; cut average order processing time from 5 min to 2 min (60% reduction) and increased orders processed per worker per day from 100 to 250
- Selected as one of 3 startups out of 200 for the Darwazah Accelerator (AUB, 2025); received \$5,000 in funding and 3 months of structured mentorship

Sophiix AG - E-commerce Company
Program Manager

Beirut, Lebanon
 Dec 2023 - Jun 2024

- Rebuilt procurement and replenishment model across 150 SKUs, cutting unit cost by 20% and reducing stockouts from 30% of orders to 3%
- Drove 50% MoM revenue growth on Amazon by overhauling PPC strategy (CPC down 15%, conversion up 30%); pushed flagship listings from page 3 to page 1 in USA within 30 days
- Launched 15 new product lines pre-validated via search-volume and review-gap analysis; 8 of 15 hit profitability within 2 months of launch

MGG The Linux Experts
Software Developer & Manager

Beirut, Lebanon
 Jan 2016 - Dec 2018

- Led a 5-engineer team building production C++/Python/Java systems for B2B clients and shipped 20 releases supporting 5 customers

SKILLS AND LANGUAGES

Technical Skills	Python, Analytics, RAN, Machine Learning, C++, Automation, Cloud Computing, SQL, Management, GTM (Go-to-Market) Strategy, and Digital Transformation
Languages	English - Fluent; Arabic - Fluent

ACHIEVEMENTS AND CERTIFICATIONS

Darwazah Startup Accelerator at AUB 2025 Winner: Selected as one of 3 startups out of 200, awarded \$5,000 in funding and structured mentorship - AUB (2025)

Research Associate in Operations & Supply Chain: inventory management, forecasting, GenAI in academia, and supply chain risk mitigation - American University of Beirut (Jun 2025 – Jun 2026)

Google Project Management Professional Certificate (2023)

Ericsson Global Assessment Program: Senior Engineer - Ericsson (2022)

Certifications: 40+, including Ericsson senior-tier credentials in 5G NR, RAN architecture, network modernization, automation, sales, data and cloud; 7 are senior-level, typically requiring 6+ years of operator experience (2020-2024)

MMEA Power Award (2x) - awarded to top 2% of Ericsson regional employees (Q2 2020, Q3 2021)