

HANI AZZAZI

HEAD OF PRODUCT | AI | ENTERPRISE PLATFORMS|B2B SAAS |DIGITAL TRANSFORMATION

PERSONAL INFO

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CORE LEADERSHIP AREAS

- Product Strategy & Vision
- Portfolio & Roadmap Management
- AI Product Strategy
- Enterprise SaaS
- B2B Platforms
- 0-to-1 Product Development
- Product Discovery
- Product-Market Validation
- Product Analytics & KPIs
- Enterprise Data & Integrations
- API Strategy
- AI & Automation
- LLMs & Generative AI
- AI Agents
- Workflow Automation
- Customer Discovery
- Market Research
- Competitive Intelligence
- Product Operating Models
- Cross-Functional Leadership
- Executive Stakeholder Management
- Go-to-Market Strategy
- Product Organization Development
- Vendor & Partner Management

EDUCATION

2005 - 2009
Faculty of Commerce-English Dep.
Menofia University, Egypt.

PROFILE

Product leader with 16+ years of experience across product management, enterprise technology, customer operations, digital transformation, and B2B solutions, including 8+ years in product leadership.

Builds and scales AI-enabled products, enterprise platforms, automation solutions, and complex operational workflows from discovery through launch and adoption.

Currently leads product strategy for AI and EOR technology products at TASC Outsourcing, covering enterprise workflows, AI automation, APIs, integrations, data, compliance, onboarding, and operational platforms.

Strong track record translating complex business problems into scalable products, establishing product operating practices, aligning cross-functional teams, and connecting product investment to business outcomes.

Experienced working with executive leadership, enterprise customers, engineering teams, technology partners, operations, sales, HR, legal, and customer success.

Core strength is combining product strategy with hands-on technology understanding to turn AI, automation, data, and integrations into products that improve operational efficiency and scalability.

PROFESSIONAL EXPERIENCE

TASC Outsourcing KSA
Sep 2024 - Present

Lead Product Manager

Lead product strategy and execution for AI-enabled enterprise products supporting EOR, HR, onboarding, compliance, and workforce operations.

- Define product vision, strategy, portfolio priorities, and roadmaps based on business objectives, customer needs, operational data, and market opportunities.
- Lead the product lifecycle from opportunity identification and discovery through validation, solution design, development, launch, adoption, and continuous improvement.
- Build AI-enabled products using OpenAI GPT, Anthropic Claude, AI agents, automation platforms, APIs, and enterprise workflows.
- Integrate LLM capabilities into document processing, candidate matching, employee onboarding, operational support, and client-facing experiences.
- Design AI agents and automation workflows using n8n and Make.com to automate quotation generation, onboarding, compliance checks, and operational processes.
- Build enterprise workflows connecting sales, HR, onboarding, operations, compliance, and customer-facing processes.
- Translate complex operational requirements into scalable digital products covering onboarding, visa and work permits, government compliance, document management, HR operations, and client servicing.
- Establish AI product governance covering model evaluation, prompt libraries, data privacy, AI risk management, integration standards, and cost control.
- Evaluate AI vendors, LLM providers, APIs, automation platforms, and emerging technologies through structured proof-of-concepts and business cases.
- Own prioritization decisions across product opportunities, balancing customer value, business impact, operational requirements, technical feasibility, compliance, and scalability.
- Define and monitor product KPIs covering adoption, automation rates, processing time, operational efficiency, SLA performance, customer experience, and product ROI.
- Lead market research, customer discovery, competitive analysis, and technology assessment to identify product opportunities.
- Partner with engineering, IT, operations, HR, legal, sales, marketing, customer success, enterprise customers, and technology partners to deliver product outcomes.
- Lead and mentor Product Management teams while establishing prioritization frameworks, delivery standards, product practices, and performance objectives.

CERTIFICATIONS & TRAINING

2011 CPA (Score: 92 out of 100) at American University in Cairo

2013 TOT at American University in Cairo

2018 Advanced Marketing Management Diploma at American University in Cairo

2019 Professional Certificate in Management at Chartered Management Institute (CMI)

2022 Product Management Certification at Pragmatic Institute

2023 Digital Business Strategy Certificate at MIT Sloan Executive Education

2024 AI for Business at Harvard Business School Online

2025 Certified Business Process Professional (CBPP) at Association of Business Process Management Professionals (ABPMP)

LANGUAGE SKILLS

English

Fluent speaking, writing, and reading

Arabic

Fluent speaking, writing, and reading

- Develop go-to-market strategies for AI, automation, and enterprise technology products in collaboration with commercial and customer-facing teams.
- Drive digital transformation by identifying manual processes, redesigning workflows, and introducing AI-enabled automation to improve speed, accuracy, compliance, and scalability.

SELECTED ACHIEVEMENT

Developed the TASC 360 product concept, bringing multiple HR, EOR, and business capabilities into an integrated AI-enabled enterprise platform for the KSA market.

TASC Outsourcing KSA

Senior Product Manager

Feb 2024 - Aug 2024

Led technology initiatives focused on recruitment, staffing, onboarding, automation, and enterprise workflow optimization.

- Built CV parsing and candidate scoring workflows using OpenAI APIs and Make.com to automate recruitment screening.
- Designed AI automations for requisition intake, interview scheduling, onboarding task management, and operational workflows.
- Developed internal AI assistants that enabled recruitment teams to query policies, job data, and candidate pipelines using natural language.
- Connected ATS, e-signature, HR, and operational systems through n8n workflows to automate document generation and onboarding processes.
- Conducted LLM evaluations across Arabic and English use cases to support build-versus-buy and technology selection decisions.
- Developed analytics strategies, dashboards, and reporting frameworks to support product and operational decision-making.
- Analyzed operational workflows and translated process gaps into product and automation opportunities.
- Supported technology adoption through stakeholder training, change management, and operational enablement.

BlaBla Connect Ltd | UK

Senior Product Manager

Sep 2019 - Jan 2024

Led product strategy and development for digital products across e-wallet, international calling, customer care, AI, and automation.

- Defined product vision, strategy, roadmap, and investment priorities for technical and customer-facing products.
- Led products from concept and discovery through development, launch, adoption, and continuous improvement.
- Launched an AI chatbot across eight customer service channels to automate routine customer interactions.
- Integrated OpenAI GPT models into customer service tooling to draft responses, summarize tickets, and classify incoming inquiries.
- Built automation workflows connecting billing, CRM, customer support, and operational systems using Make.com and Zapier.
- Applied machine learning models to support churn prediction and fraud detection across e-wallet transactions.
- Automated app-store review monitoring and sentiment analysis and translated customer insights into product priorities.
- Conducted market and customer research to identify opportunities and shape product direction.

  Partnered with engineering teams on technical architecture, product requirements, trade-offs, and delivery priorities.
- Created PRDs, user stories, product requirements, prioritization frameworks, and roadmap plans.

  Prioritized product investments based on business impact, customer needs, technical feasibility, and market evidence.

- Worked with UX, engineering, marketing, sales, and customer teams to deliver products and improve adoption.

SELECTED ACHIEVEMENT

Established the BlaBla Connect Product team to support revenue growth across mobile applications, e-wallet, and international calling products.

Established the Customer Care team supporting customers across eight channels through a unified platform.

Introduced AI and automation capabilities across customer support and digital product operations.

Tidma |Sweden
Product Manager
May2018 - Aug2019

Defined product and growth strategy based on business targets, customer needs, and market opportunities.

- Automated proposal creation and client reporting through AI, CRM, document, and email workflows.
- Introduced workflow automation to standardize cross-functional product and commercial execution.
- Built an AI chatbot for lead qualification and meeting scheduling and connected qualified leads to CRM workflows.
- Used analytics to evaluate market opportunities and prioritize commercial initiatives.
- Translated customer requirements into product opportunities, roadmap priorities, and commercial propositions.
- Developed go-to-market strategies including positioning, packaging, pricing, and value propositions.
- Built partner ecosystems and supported commercial agreements and new revenue opportunities.

  Developed product frameworks, playbooks, and templates to improve execution consistency.

SELECTED ACHIEVEMENT

Established tidma's Egypt office including teams, operations, and business functions.

Bayt.com | UAE
Enterprise Relationship Manager
Sep2017 - Apr2018

Managed enterprise customer relationships and translated customer needs into business opportunities.

- Built relationships with senior client stakeholders and decision makers.
- Identified customer expansion, upselling, and cross-selling opportunities.
- Managed customer issues and supported retention and renewal activities.
- Developed strong understanding of enterprise customer needs and competitive positioning.

Vodafone |Egypt
Senior Key Account Manager
Oct2015 - Aug 2017

Managed enterprise accounts and senior customer stakeholders.

- Developed long-term relationships with enterprise decision makers and account sponsors.
- Identified business needs and recommended relevant technology and business solutions.
- Managed customer escalations, operational requests, billing, and service issues.
- Conducted regular account reviews and customer health checks.

SELECTED ACHIEVEMENT

Received the Vodafone Global Hero Award for exceptional customer experience.

Vodafone |Egypt *Jun2013 - Sep 2015*
Customer Service Team Leader

Led customer service teams and established operating procedures to improve service delivery.

- Monitored performance through operational KPIs and management reporting.
- Coached team members and improved execution quality through structured feedback and training.
- Managed escalated customer cases and coordinated resolution across internal departments.

Vodafone |Egypt *Jan2010 - May 2013*
Customer Care Representative

Managed customer requests, issue resolution, and service operations.

- Coordinated with internal teams to resolve complex customer requirements.
- Supported premium customers through structured follow-up and service management.

SELECTED PRODUCT ACHIEVEMENTS

AI ProductStrategy
Developed and implemented AI product strategies covering LLMs, AI agents, automation, document intelligence, conversational AI, and enterprise workflows.

EnterprisePlatform Development
Developed the TASC 360 concept as an integrated enterprise platform combining HR, EOR, business operations, automation, and AI capabilities.

0-to-1 Product Development
Built and launched products and product capabilities across recruitment technology, customer care, e-wallet, international calling, AI, automation, and enterprise workflows.

Product Organization Building
Established Product and Customer Care teams at BlaBla Connect and developed product management practices, frameworks, prioritization processes, and delivery standards.

AI & Automation
Built production workflows using OpenAI, Anthropic Claude, n8n, Make.com, Zapier, monday.com, APIs, and enterprise system integrations.

EnterpriseStakeholderLeadership
Worked with enterprise customers, senior executives, engineering teams, operations, sales, HR, legal, customer success, and technology partners to translate business requirements into scalable products.

TECHNOLOGY & PRODUCT

AI Product Management • Generative AI • LLMs • OpenAI • Anthropic Claude • AI Agents• Prompt Engineering • RAG • AI Product Governance • AI Automation • Enterprise SaaS •B2B Platforms • API Integrations • Enterprise Workflows • Product Analytics • Product Discovery• Product Roadmapping • Product Lifecycle Management • Market Research • Competitive Intelligence • Go-to-Market Strategy • Business Case Development • Customer Discovery • UX Strategy• Digital Transformation • n8n • Make.com • Zapier • Microsoft Power Automate • monday.com
• Agile • Scrum • PRDs • User Stories

AWARDS & RECOGNITION

2016 — Vodafone Global Hero award for giving an exceptional customer experience.

2018 — Established tidma's new office in Egypt including internal teams, operations, and functions. **2019 —** Established BlaBla Connect Product team to boost revenue generated from their mobile apps e- wallet and International calling.

2020 — Established BlaBla Connect Customer Care team to support customers on 8 different channels through a single platform.

2024 — Developed the TASC 360 concept, integrating multiple HR, EOR, and business solutions into a seamless, all-in-one AI platform for streamlined operations in KSA.