

Abdullah AbuSukhon

Product Manager | Senior Business Analyst | FinTech, Logistics and E-commerce

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Software engineer by training, product manager by trade. I build digital products people use every day: corporate payments and cash management channels at Arab Bank, and the websites, apps and chatbots Aramex customers rely on across MENA. I work between the business case, the data and the engineering backlog, and I write the requirements myself.

EXPERIENCE

Arab Bank

April 2025 to Present

Senior Product Specialist, CIB Payments and Channels | Amman, Jordan

- Led development and rollout of the corporate payments gateway in Iraq, live in under 6 months and used by around 120 corporate customers in its first year.
- Led the corporate Open Finance programme in the UAE, working through the local regulatory and integration requirements, and delivered separate corporate channel initiatives in Jordan and Iraq.
- Built and launched API Banking, replacing SFTP file exchange with real time transactions and cutting integration go-live time by 30% against host-to-host. Onboarded 30+ host-to-host connections and 6 new corporate clients.
- Helped grow corporate mobile adoption by 30%, talking to clients directly and launching an app uplift and new functionality that addressed what they said was slowing them down.
- Delivered SWIFT FileAct integrations and standard SWIFT formats for host-to-host, supported ISO 20022 migration and AML process integrations, and connected corporate clients through SAP, Oracle, Dynamics 365 and Odoo.
- Ran a portfolio of 27+ projects across the Middle East, including 3 bespoke solutions for high value clients that were later reused elsewhere.
- Helped lay the groundwork for an AI powered corporate assistant and for simpler authentication across the digital channels.

Aramex International

April 2022 to April 2025

Senior Business Analyst, Digital and Technology | Amman, Jordan

- Owned every customer facing touchpoint worldwide, serving around 10,000 users every 30 minutes: aramex.com, the Aramex app, AramexGo and the WhatsApp chatbot.
- Used analytics to shape new guest shipping features and capabilities, which opened a revenue stream that added 12% to product revenue growth.
- Owned customer notifications globally, around 7 million a month across WhatsApp, SMS and email. Ran provider integrations and pricing negotiations and led the notification engine build-out, cutting cost year on year by 35%.
- Led two major platform uplifts and the full GA tracking implementation, giving the team its first reliable read on user journeys and drop off.
- Led the WhatsApp chatbot rebuild on Sprinklr Service and its integrations with existing company systems. The work is published as a Sprinklr customer story: 99% bot containment, 20.2 million cases deflected and 1.3 million hours saved a year.
- Built internal tools that took repetitive day to day work off the team.

SKILLS

Product Discovery and requirements, PRDs and BRDs, roadmapping, Agile and Scrum, stakeholder management, digital transformation, UX optimisation

Payments Corporate payments and cash management, SWIFT FileAct and SWIFT message formats, ISO 20022, Open Finance, host-to-host, SFTP and EDI file exchange, AML processes, API integration

Data SQL (advanced), GA4, Power BI, A/B testing, funnel analysis

AI Prompt engineering, working knowledge of LLMs and NLP, daily use of AI tools to produce POCs, PRDs, BRDs, prototypes, designs and video

Tools Jira, Confluence, Azure DevOps, Figma, Sprinklr, Claude, ChatGPT, Gemini, DeepSeek, Kimi

Technical Working knowledge of Python, C# and HTML, ERP integration with SAP, Oracle, Dynamics 365 and Odoo

Leadership Led squads from 3 to 30+ people across engineering, design, compliance and operations, and mentored interns year on year

Also Freelance UI/UX design and solutions consulting for logistics, e-commerce and marketplace clients since 2020

EDUCATION AND CERTIFICATION

BSc Software Engineering, Al Israa University, Amman

2017 to 2022

Professional Scrum Product Owner (PSPO I), in progress

2026

Languages: Arabic (native), English (fluent)