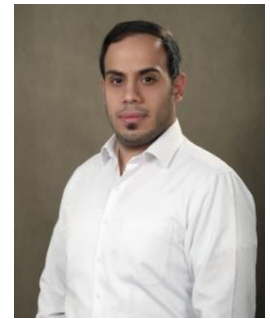


# Hussein Taki

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[Linkedin Account](#)

[Twitter Account](#)



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## *Expertise Highlights*

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- 7+ years of experience in business, digital, strategy development and partner's relation management. Successfully launched OTT products and executed roadmap / marketing strategies.
  - Launching MTN marketplace solution with more than 3.5M users, which lead to a 16.5% increase in the digital purchases for the first year
  - Driving the offering of the Music and Video contents by Universal Music in the MENA region
  - Launching the first E-Sports mobile gaming tournament "ArcadeX" with MTN Nigeria
  - Launching the first Mobile TV solution in Africa "Next TV", aggregating local and international entertainment and educative contents.
- Managing the MEA and Africa operations including initiating new business and opportunities in new market with the lowest cost possible.
  - Launching the VAS aggregator nationwide in the Federal Republic of Nigeria, having connection to more than 170M subscribers and targeting to increase the market yearly turn over from 220M\$/year to 550M\$/year in 2 years' time.
  - Managing the Digital department in different operations i.e. Nigeria, Oman, Ethiopia, Tanzania, Kenya, KSA, UAE.
  - Preparing to launch the VAS aggregator project for OTT Players i.e. Hungama, Digster, UM, etc. with MTN MENA, connecting to more than 100M subscribers.
  - Digital Transformation and automation processes for different governments which lead for 22.3% more efficiency and increase of 15.2% in revenue generated per year.
- Translated user needs and requirements into relevant software solutions with a sound sense of quality for design and usability.
  - Customizing and Launching a mobile wallet Fintech solution "PayGear" covering GCC, MEA and Africa regions in partnership with different banks i.e. Zenith, La Poste, etc.
  - PayGear Tunisia, the first mobile wallet in the country, having 300K+ downloads and 80K daily active users during the first 3 months.
  - Launching Data Credit Loan with Jazz, Pakistan with monthly revenue of 100K USD & Airtime/Data Credit Loan with 9mobile, Nigeria with monthly revenue of 275K USD & Beep Service with Roshan, Afghanistan with monthly revenue of 115K USD.

- Improved efficiency and reduced operating costs whilst increasing productivity.
  - Setting up and managing a remote team in Ukraine & India to reduce the development costs and increase the efficiency of the team in order to deliver a better-quality product to the end customer.

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### *Experience*

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## **Samsson Group (Lebanon - UAE)**

### Business and Strategy Development Manager (2018 – Present)

- Identifying sales leads, pitching services to new clients, and maintaining good relationships with new contacts.
- Leading the communication with the VIP partners, i.e. Google, Deezer, Disney, UM, Mondia, Hungama, etc.
- Planning and Leading the digital transformation implementation for private and public entities.
- Strategically planning ways to satisfy customers' needs at the levels of development, sales, marketing, etc.
- Leading the discussions with Telecom regulator in different countries to solve and enhance the VAS market i.e. NCC Nigeria, ARCEP Benin, etc.
- Preparing and reviewing agreements and MOU's as per the business needs with different parties in the public and the private sector.
- Accomplishment: Established the concept of "[Telecom Aggregation](#)" with NCC in Nigeria's market. Targeting a revenue growth of 15% during the first year. Reporting to the COO on a weekly basis.

### Lead Product Manager (2017)

- Leading the partnership with the company's clients (MTN group, Zain group, Etisalat group, Expresso, Zenith bank, La Poste bank, etc.) by controlling and defining tasks to project managers to meet clients' needs.
- Incorporating feedbacks and inputs from customers, partners, and in-house teams on product strategies and finding ways to expand product market reach.
- Accomplishments:
  - Launched the first gaming portal with Tigo Tanzania, achieved a subscriber number of 350K in 3 months with a monthly revenue of 100K USD
  - Led the launch of Real Madrid FC's digital promotion in UAE, Dubai
  - Deployed Real Madrid promotion services with MTNi. Reporting to PMO on a weekly basis.

### Product Manager (2015)

- Prepared road maps for new products/solutions and coordinated with different teams such as development, sales, and marketing to ensure the on-time delivery of the product.
- Participated in enhancing and adding new features and new marketing approaches for old products.
- Accomplishments:
  - Launched E- commerce & M- commerce platforms (mobile app & web portal) in Nigeria & Dubai.
  - Launched financial solutions and products such as “[PayGear](#)”, online carwash “[BesPar](#)” and online delivery “[MotoYum](#)”.
  - Led the establishment, deployment, and marketing of new idea for a TV show “[CinemaLogTv](#)” which is combined with a live TV and voting system through a mobile app and website in Arab countries.

#### Project manager (2014)

- Managed a virtual development team of 20 developers (Backend & Frontend) with the mission of developing, delivering, and deploying new platforms (Java and Python), mobile apps (Android & IOS), and portals (PHP & HTML). Such as “[TigoGames](#)”, “[ElaabYalla](#)”, “[KidsTube](#)” and E- commerce/M- commerce “[WinWinMarket](#)”.
- Serviced delivery platform (SDP) to manage the billing and connection between MNOs and subscribers such as social media platforms “[Flair](#)”, mobile TV “[Simaye Hamrah](#)”, Mbaas Solutions and a full solution of online smart parking.
- Controlled the on-time delivery by defining and following the tasks on Jira or Trello.

### **MGG the Linux expert (Lebanon)**

#### System Engineer for Open Source products (2013)

- Installing and configuring firewall solutions, DNS, DHCP, FTP, web, proxy, cache, active directory, mail server solution, VPN connectivity, and storage solutions, using open source software.
- Developing Java desktop application for financial needs.

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#### *EDUCATION*

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Antonine University Lebanon – Master of Telecommunication and Network Engineering (2010 – 2015)

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#### *PROFESSIONAL QUALIFICATIONS*

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- Ability to analyze complex data and look for trends in the market and user’s opinion and behavior.
- Strategy and Planning.
- A very strong and clear communicating skills with a variety of stakeholders at different levels of seniority and knowledge.

- Experienced with Agile and Scrum development methodology.
- Experienced in project management software such as Trello, Jira.
- Programing: Java, C, C++, objective-c, swift, React, python & shell scripts.
- Good knowledge in Cryptography (OpenSSL), Linux (Kernel space), Block Chain.
- Good knowledge in NLP as voice recognitions & FFMPEG
- General knowledge about OpenStack – Cloud Computing.
- Graphics and Animation: Illustrator, Photoshop, Flash, Sketch.
- Cisco Certified Network Associate: CCNA 1, 2, 3 and 4.
- Windows Server 2008-2012, Open Source Software: Centos, Ubuntu, Debian.
- Database Administrator – SQL/NOSQL / Active – Active (AA)/ Active – Passive (AP).
- Mobile Network: 2G, 3G, 4.5G.
- E-SIM Technology

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### *LANGUAGES*

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English: Professional working proficiency.

French: Professional working proficiency.

Arabic: Fluent (Maternal Language).

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### *INTERESTS*

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Interested in learning and keeping track of new technologies in Intelligent system, Network, Open Source, Digital Transformation and Telecommunication, as well as, utilizing and expanding my experience in strategy and planning to other countries and meeting new cultures.



