

ALI AMMAR JRADAH

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EDUCATION

MASTER IN BUSINESS ADMINISTRATION

American University of Beirut

4.0/4.0 GPA, *Beta Gamma Sigma Lifetime Member, Strategy, Operations and Finance*

November 2022 - June 2024

Beirut, Lebanon

MASTER OF COMMUNICATIONS AND ELECTRONICS

Beirut Arab University

4.0/4.0 GPA, *Thesis: AI assisted network slicing, A full Study*

October 2020 - April 2022

Beirut, Lebanon

BACHELOR OF COMMUNICATIONS AND ELECTRONICS

Beirut Arab University

3.6/4.0 GPA

March 2014 - September 2018

Beirut, Lebanon

WORK EXPERIENCE

Account Manager

Noon - One of The Largest E-commerce Companies in Gulf

June 2024 - Present

Beirut, Lebanon

- Created strategic growth plans for key partners, ensuring alignment
- Onboarded more than 20 new clients in 2 months that yielded in revenue growth
- Managed commercial growth targets by identifying key actions and executing them, fostering innovation and sustainable growth strategies
- Developed risk mitigation plans, identifying project risks early and minimizing delays and cost overruns by 15%

Program Manager

Sophiax AG - E-commerce Company

Dec 2023 - June 2024

Beirut, Lebanon

- Utilized optimization methods to secure the best prices and maintain optimal inventory levels.
- Handled Amazon accounts, new projects on amazon and new market penetrations in KSA and UAE
- Boosted sales by 50% in one month by optimizing keyword campaigns, ranking products at the top
- Introduced new products relying on advanced data analytics to guarantee successful launch and landing

Lead Integration/Solutions Engineer

Ericsson - A Leading Telecommunications Company

Jan 2019 - Jan 2024

Beirut, Lebanon

- Led a team of 15 engineers, ensuring 100% first-time delivery and saving 15% in project costs
- Led digital transformation strategies for operators, increasing efficiency and driving innovation
- Designed and optimized network models to achieve optimal real-world performance relying on data analytics to increase network reliability and 0.01% drop rate
- Implemented cost-saving strategies by automating human tasks, achieving up to 70% savings in certain tasks
- Developed Python and Linux tools to automate workflows, reducing work time by up to 60%, e.g., preparing site design
- Designed and Implemented all radio network technologies (2G, 3G, 4G and 5G) in more than 45 projects
- Worked with big operators like: STC, Batelco, Mobily, Etisalat and many others

Software Developer and Manager

MGG The Linux Experts

Jan 2016 - Dec 2018

Beirut, Lebanon

- Formulated the team strategy, business case and different KPIs
- Wrote different programs using C++, python and Java
- Managed and led a team of 5 software developers, assigning tasks, and working on their career path

SKILLS AND LANGUAGES

Technical Skills

Python, Analytics, RAN, Machine Learning, C++, Automation, Cloud Computing, SQL

Languages

English - Fluent; Arabic - Fluent

ACHIEVEMENTS

Project Management Professional - Google (2023)

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

Various Ericsson Technical Certified Program: 5G, RAN and many others – Ericsson (2020-2024)

3D Design thinking for Sales- 1 Full week Workshop and Assessment - Ericsson

MMEA POWER AWARD winner Q2.2020 and Q3.2021 - Ericsson

About 40 more certifications in multiple fields