

Rita Atallah

Solution Manager | Software Manager | Product Manager | Project Manager

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Beirut, Lebanon

SUMMARY

Strategic and results-driven software solution engineering manager with over 16 years of experience in software solution development specializing in developing both web and mobile applications products across diverse industries. Expertise spans the entire solution development lifecycle, from concept design to successful delivery with proficiency in diverse business process automation. Successfully leading cross-functional teams through complex projects, driving innovation, and fostering collaboration to achieve exceptional results.

Industries: *AI, blockchain, biometrics, smart cities, government services, identity management, telecom, banking (Retail, Merchants, Internet/Mobile Banking, Payments), fintech, digital marketing, waste management logistics.*

SKILLS

Product Management Skills:

- Software Product Development Lifecycle (SDLC)
- Requirements Gathering & Documentation (PRD, BRD, FRD)
- Product Roadmap Management
- Business Analysis (Functional Business Requirements, Use Cases, Flowcharts, Processes, SWOT, Competitive Analysis, User Acceptance Testing Scenarios UAT)
- Product Owner (User Stories, Acceptance Criteria, Backlog Items Prioritization)
- User Interface/User Experience (UI/UX) Design Principles (User Research, Personas, User Journey, Mockups, Visuals, Wireframes, UI/UX Design, Prototyping, and Usability Testing)
- Agile Scrum methodologies (Sprint Planning, Sprint Reviews, Standups)

Project Management Skills:

- Initiation: Scope, Cost and Timeline estimation, milestones, SLA
- Project Planning(Plan, WBS)
- Execution (RACI, Resource and Risk Management)
- Monitoring and Controlling (Status Updates, Update Plan, Change Requests, Register Issues)
- Signoff follow-ups (BRD, UI design, UAT)
- Budget & Timeline Management
- Closure and Deliverables Completion
- Client and Stakeholder Management
- Team Management

Tools:

- **Agile Tools:** Azure DevOps/TFS • Jira • Asana
- **Quality Assurance:** SoapUI • Postman
- **Technical Design:** Draw.io • Visio
- **UI/UX Design:** Figma • Adobe XD
- **BI Tools:** Power BI

Marketing Tech Stack:

- **Attribution tools:** Adjust
- **Customer Engagement & Marketing Automation:** Insider
- **Sentiment Analysis:** AIM
- **User Behavior Analytics:** GA4 • UXCam

Solution & Presales Skills:

- Client Briefs (Questionnaire using Google Forms)
- Proposal Development (Response to RFP, Technical, Commercial, Compliance Sheet)
- Presentations Proposals (Technical, Product, Sales)
- Proof of Concept (POC) Development and Management and success criteria
- Scope of Work (Deliverables, Cost and Timeline)
- Nonfunctional and System Requirements
- Technical Design Documents (High-Level Design, Modules, Network, Data Flow)
- Solution Architecture Design Patterns (Microservices, Layered Architecture)
- Software and Hardware Evaluation Selection
- Service level agreements (SLA)

Other Technical Skills and Tools:

- **Programming Languages:** Java • C# • VB6
- **Front-end:** HTML • JavaScript • CSS • JQuery • XML
- **Back-end:** Java (Jakarta) EE (JSP, Servlets, EJB) • Spring Boot • API Services (SOAP/REST) • JDBC • ORM (JPA/Hibernate) • MVC
- **Databases:** Oracle • MySQL • MSSQL • PostgreSQL • MongoDB
- **Website Development:** Wordpress
- **Web & App Servers:** Oracle Glassfish Server • JBoss • Apache Tomcat • Apache • IIS Server
- **Identity Servers:** Active Directory Server • Oracle Directory Server
- **Operating Systems:** Linux • Solaris • Windows
- **Containerization:** Docker
- **Misc:** Solid Principles • Oauth2 • API Gateways • Message Queuing (Kafka)

Soft Skills:

- Problem-Solving
- Strategic Thinking
- Decision Making
- Negotiation
- Creativity

WORK EXPERIENCE

Manager – AI/ML Product, Project & Development Averda

Aug 2025 – Present
Dbayeh • Lebanon

- Providing strategic and technical leadership for the development of a next-generation AI/ML- and data-driven SaaS ERP platform covering all waste-management logistics operations, including CRM, Asset Management, HR, and DMS modules.
- Analyzing business processes and defining AI/ML opportunities (Machine Learning, Generative AI, RAG) to enhance automation, analytics, and user experience.
- Preparing comprehensive Business Requirements Documents (BRDs) with functional and non-functional specifications, use cases, and acceptance criteria.
- Recruiting, structuring, and leading a cross-functional delivery team — Solution Architect, UI/UX Designer, Backend & Frontend Developers, Data Engineer, ML Engineer, DevOps, and QA.
- Reviewing, validating, and approving key deliverables, including UI/UX design, technical design documents (HLDs), development outputs, QA test plans, and deployment releases.
- Conducting demos and preparing training materials and user documentation in collaboration with QA.
- Developing and maintaining the project plan, WBS, risk management strategy, and status reporting for the IT Director and executive stakeholders.
- Establishing Agile workflows and sprint governance processes to support transparent and efficient execution.
- Serving as the single point of accountability for product success, technical execution, and alignment with business objectives.

Technology Director Feer McQueen (Ads & Marketing Agency)

Apr 2025
Zouk • Lebanon

- Directed a cross-functional team of 12: 1 business development agent, a UI/UX team of 4 (1 team lead, 2 seniors, 1 junior), and a development team of 7 (2 WordPress, 2 frontend, 2 backend, 1 QA, 1 dev team lead), overseeing both outsourced execution and in-house development to ensure timely delivery, high quality, and client satisfaction for high-profile accounts.
- Introduced an outsourcing strategy for non-core tech stacks to expand service capabilities, win more projects, and increase margin potential.
- Optimized FTE allocation and project estimations, aligning budgets with actual effort, enabling post-delivery success evaluation, and driving a 15% increase in profit.
- Proposed AR-based technology activations and promoted the use of Rive and Spline to deliver more engaging and interactive client experiences.
- Initiated ideation sessions with cross-functional teams to develop innovative, tech-driven concepts (e.g., AR, interactive web, mobile experiences) for client pitches and creative campaigns.
- Completed documentation of processes between the team for the Discovery and Costing phases, while laying the foundation for Design, Development, QA, Deployment, and Change Management workflows across WordPress and custom CMS projects.

Technology and Project Management Lead Interesting Times (Ads & Marketing Agency)

Oct 2024 – Mar 2025
Dubai (Remote) • UAE

- Directed a team of 2 project managers specializing in website, mobile application, and game development projects, managing outsourced execution and in-house development with my previous development team of 2 (lead and junior) and UI/UX team of 2 (senior and junior), ensuring timely delivery, quality, and client satisfaction for high-profile clients, including government entities (MOMRA) in Saudi Arabia and Red Bull.
- Spearheaded the creation of client briefs using Google Forms questionnaires, enabling effective needs analysis and personalized proposal presentations that led to high client engagement and project approvals.
- Secured and evaluated supplier proposals to align deliverables with project scope, ensuring cost efficiency and timely procurement.
- Orchestrated end-to-end project management, including timeline preparation, kickoff meetings, project plans, status follow-ups, financial tracking, and procurement oversight.
- Led the implementation of marketing tech stack tools (Adjust, Insider, AIM) for mobile application projects, delivering impactful integrations to enhance campaign performance and user engagement.
- Designed and implemented architecture for tool connectivity, ensuring seamless integration across platforms while collaborating with client development teams to oversee proper SDK implementation.
- Acted as the primary technical support and project manager for marketing tools, delivering streamlined processes, reducing deployment errors, and aligning technical solutions with marketing strategies.
- Improved operational efficiency by introducing project management best practices, optimizing workflows, and aligning cross-functional teams toward unified goals.

- Collaborated with stakeholders, creative leads, and technical teams to align technical solutions with business objectives and enhance overall project outcomes.
- Regularly coordinated with the Chief Operating Officer (COO) on financial matters, project progress, and process improvements, while collaborating with the Chief Marketing Officer (CMO) on marketing strategy implementation and integration of tech tools, ensuring alignment between executive strategy, financial goals, and marketing objectives for seamless project execution.

Solution Manager **Inkrip Identification Technologies**

 Feb 2022 – Feb 2024

 Beirut • Lebanon

- Led the department and developed a team of software business analysts, product owners, and UI/UX graphic designers, achieving a 60% increase in productivity over two years by implementing different protocols, resulting in enhanced operational efficiency, output, and less turnover.
- Secured \$10+ million in 5 new business opportunities through 15+ persuasive presentations and comprehensive solution proposals ranging between solution design technical, product, concept, sales, demos, response to RFPs(technical and commercial), and POCs.
- Secured a 15% lead over the second-place competitor in technical proposal evaluation outperforming international companies.
- Drove a bi-annual 30% increase in new product launches (6+ products total) one of which was the team's first mobile app launch, resulting in a 10% revenue growth and customer satisfaction leading to more projects.
- Orchestrated the strategic solution design and development of an innovative AI concept tailored for smart cities, leading to a successful Proof of Concept (POC) implementation that led to the deployment of the advanced AI solution across 40 stations in the United Arab Emirates (UAE), revolutionizing urban infrastructure and significantly enhancing efficiency.
- Led the discovery of a banking AML solution, resulting in a fruitful partnership and winning a Proof of Concept (POC), leading to the company becoming one of the first resellers of AI technology in the banking sector across the MENA region.
- Designed groundbreaking technical solution architecture by using microservices, optimizing processes with a remarkable 600% increase in efficiency.
- Led cross-functional engineering teams 3 simultaneously consisting of (BAs, POs, UI/UX, DEV, QA) across 10 projects using agile scrum methodologies and ceremonies (Sprint Planning, Sprint Reviews, and Standups), reducing development churn by 20% and post-launch defects by 15% through meticulous clear requirement documentation, user stories, clear acceptance criteria, and rigorous testing.
- Led the solution design process, conducting research for hardware/software, evaluating options, and crafting functional and nonfunctional system requirements. Developed high-level designs, including Technical Design Documents, High-Level Design (HLD), modules, networks, and data flow. Implemented security measures such as access levels and data encryption, while prioritizing performance and scalability.
- Managed business analysts/product owners approving all deliverables, overseeing requirements gathering and documentation (PRD, BRD, FRD), Non-functional system requirement and documentation(HLD), use cases, flowcharts, and processes, and backlog management and user stories with acceptance criteria.
- Managed UI/UX designers approving all deliverables, conducting user research, personas, user journey, mockups, wireframes, UI/UX design, prototyping, and usability testing using a focus group and reiterations to ensure end-user satisfaction.
- Collaborated with financial, Marketing, Deployment, and Support, as well as stakeholders and C-suite executives, to facilitate seamless product development.

Head of Online Development Unit **Credit Libanais Bank**

 Mar 2019 – Jan 2022

 Beirut • Lebanon

- Promoted to the position of head of the Online Development Unit after succeeding in enhancing the online banking application performance and adding many features that attracted more customers and increased revenues.
- Led the development lifecycle of all applications responsible for all bank client interactions, such as Online Banking, Merchants Online, Wedding List Payment, Open Banking Bahrain, and P2P Payments.
- Built 10 enterprise applications or features by following the solution/product development cycle from idea to meeting stakeholders, business analysis, UI/UX design, and solution architect design to developing database and web applications and backend APIs, testing, deployment, launching, and support and maintenance.
- Experience in robust mechanisms for post-launch success measurement, analyzing customer feedback, analyzing usage data, data analysis using SQL, and key performance indicators to assess and enhance product performance.
- Applied adept problem-solving skills to overcome issues, consistently meeting or exceeding deadlines and contributing to on-time and within-budget project completion.
- Managed creation and maintenance of all environments (Development, UAT, and Disaster Recovery Site) for all the application services (Databases, Application Servers, Identity Servers) and fine-tuned them for optimal performance.
- Implemented scalable solutions, resulting in a 30% increase in system uptime and a 15% decrease in security vulnerabilities.
- As a project manager, led business and technical teams and I managed project tasks, SOW, cost, and timelines, project plan, and proactively addressed challenges to ensure successful project delivery.

Senior Solution Architect/Senior Full-Stack Software Engineer Credit Libanais Bank (Online Development Unit)

Sep 2012 – Feb 2019
Beirut • Lebanon

- Promoted to the position of Senior Solution Architect | Senior Full Stack Software Engineer in the Online Development Unit to be responsible for all internet applications of the bank after succeeding in creating new solution applications from the concept that replaced old-fashioned paperwork and also enhanced and increased performance of many old applications.
- Led the creation of comprehensive solution designs for software applications, incorporating expertise in component design and database architecture.
- Developed high-level software architecture designs, outlining the overall structure, modules, and interactions between components.
- Designed individual software components with a focus on modularity, reusability, and adherence to coding best practices.
- Defined database architectures, including schema design, data storage mechanisms, and integration with software components.
- Acted as a business analyst (BRD), UI/UX, solution architect (HLD, LLD), developer, quality assurance (test cases), and support of all applications.

Solution Architect/Senior Full-Stack Software Engineer Credit Libanais Bank (Intranet Development Unit)

May 2010 – Aug 2012
Beirut • Lebanon

- Promoted to the position of Solution Architect | Senior Full Stack Software Engineer in the Internet Development Unit to be responsible for all internal applications of the bank after succeeding in enhancing UX/UI and increasing the performance of many old applications.
- Succeeded in creating new solution applications from the concepts that replaced old-fashioned paperwork and also enhanced and increased the performance of many old applications.
- Acted as solution architect where I created the solution design components and their interactions and database schema designs.
- Owner of all internal enterprise applications of the bank in terms of code and analysis and servers.

Full-Stack Software Engineer Credit Libanais Bank (Intranet Development Unit)

Jul 2008 – Apr 2010
Beirut • Lebanon

- Changed the UX/UI of many old applications and added new features that help the business and improved the user experience.

EDUCATION

Bachelor of Engineering in Computer and Communication 2008, Lebanese American University (LAU)

LANGUAGES

- ✓ Fluent in Arabic and English

PROJECTS HIGHLIGHTS

Fintech and Banking and ML:

- FAB- AML Payment Screening
- Digital Wallet
- Pay by Face Mobile Application
- Open Banking for Bahrain
- P2P Money Transfers
- Online Internet Banking
- Merchants Online
- Wedding List Payment
- EFTS Bahrain Services
- Wealth Management Private Banking
- Digital Onboarding ekyc

Government and Blockchain and Security:

- Digital Taxation Solution MOF
- Blockchain Proposal Ideas(Supply Chain – Drugs and Coffee and Digital Notary Public)
- Digital Notary Public using Blockchain
- Government Digital Transformation Solutions(Burundi, Iraq, and Ghana)
- E-survey MOF Response to RFP
- eVisa Solution Proposal
- Border Control Entry/Exit System
- General Security - Identity Hub
- MOMRA - Balady Mobile App MarTech

Telecom:

- Touch-Telco Wallet Solution Proposal
- Touch - OCR Data Cleansing and Subscribers Enrollment ekyc and Unique Identity Proposal RFP and POC
- Smart Trip Management Mobile Application

Smart Cities and AI:

- Emarat Dubai - Seamless Petrol Station ANPR Payment Token

Employee and HR Services:

- Employees' Electronic Business Cards
- HR Biometric Attendance Solution

Others:

- Gold Loyalty Redemption
- eShop Discount Store

- Dubai RTA – Pay By Plate and Data Monetization through data sharing
- Employee Engagement and Discounts Platform
- HR Application and Appraisal
- SMS Investigation
- Tape Management
- Change Management Request
- Online Stationary
- Catering Ecom Website
- Offroad Unity Game