

Walid Mouallem

Product Leader | Data & Analytics | Technology, Personalization & AI Innovation

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PROFILE

Experienced project leader with over 15 years driving digital innovation across retail, grocery, and omnichannel commerce platforms in the Middle East, Europe and Brazil. Proven ability to scale consumer-facing tech products from concept to market across multiple countries. Specialized in building high-impact features in fast-paced environments, using customer insights, data, and agile development to shape product strategy. Led product squads across grocery, checkout, mobile, and personalization, with a strong track record of increasing conversion, boosting retention, and delivering user-centered solutions. Passionate about creating intuitive, scalable products that improve everyday life and drive business growth.

KEY PRODUCT ACHIEVEMENTS

- Launched a multi-country fashion & beauty eCommerce platform (UAE, KSA, Lebanon) with a mobile-first UX and secure, frictionless checkout journeys. Integrated payment gateways (Stripe, local providers), driving a 10x increase in orders and a +366% lift in conversion through intuitive design.
- Delivered AI-powered personalization and behavioral segmentation, enhancing user experience with tailored journeys across web and app. These enhancements improved relevance and ease of navigation, boosting retention by 25% and AOV by 30% — a UX-driven revenue impact.
- Redesigned the end-to-end checkout and payment UX, including tokenized payments, wallet integration (Apple Pay/Google Pay), and multi-device responsiveness. Resulted in a 20% drop in abandonment and higher transaction confidence through simplified flows.
- Led mobile commerce product experience for Carrefour across 13 markets, optimizing mobile app UX through behavioral insights, intuitive interface improvements, and faster navigation — increasing mobile conversion by 30% and improving customer engagement KPIs.
- Architected scalable digital platforms with a strong UX foundation, enabling consistent, user-friendly interfaces across web and mobile products in MENA — delivering 250% ROI growth and shortening onboarding friction in new markets.
- Integrated analytics tools (GA4, Looker Studio, Hotjar) to test and iterate on UX performance across key funnels, including checkout, personalization, and onboarding. Continuous A/B testing improved usability and conversion at every stage of the customer journey.

EMPLOYMENT HISTORY

Apr 2021 — Present

Head of Product & Technology, Cela Vogue

Dubai, UAE

Project Scope: Built and launched a full-scale e-commerce and grocery delivery platform across the UAE, KSA, and Lebanon. Led the product vision, strategy, and execution across core digital features, customer experience, and personalization.

- Owned full product lifecycle for an eCommerce platform, including mobile-first payment flows, digital wallets, and compliance-driven checkout features across web and app — scaling across UAE, KSA, and Lebanon.
- Managed cross-functional product squads (engineering, design, marketing) delivering rapid iteration and GTM.
- Led fashion and beauty product online expansion, resulting in a 10x increase in orders and 217% growth in traffic.
- Implemented AI-powered recommendation engines, dynamic pricing models and CX personalization, boosting conversion by 366%.
- Created scalable product infrastructure supporting regional expansion and a 250% increase in ROI within 6 months.
- Integrated analytics tools (GA4, Hotjar) and A/B testing to drive continuous product optimization.
- Implement an A/B testing for payments UX to optimize the impact of different wallet/payment options.
- Rebranded and repositioned platform to compete within a dynamic qCommerce landscape (mainly in Beauty and Perfume products).

Jan 2020 — Mar 2021

Head of Product – CX, Search, Voice Search (AI) – OmniChannel, Majid Al Futtaim Retail

Dubai, UAE

Project Scope: Defined and executed CX & AI product strategy, leading Agile product teams to optimize customer experience and digital transformation initiatives.

- Led the execution of AI voice search integration across Majid Al Futtaim Retail, working in close coordination with Majid Al Futtaim Group to ensure seamless deployment.

- Developed the CX roadmap, integrating AI-powered voice search & personalization solutions to enhance digital engagement.
- Managed key partnerships with Google, IAM+, and RichRelevance, ensuring successful integration of AI-driven search and recommendation systems.
- Conducted market analysis & stakeholder workshops to align product vision with business objectives and digital transformation strategies.
- Led customer journey optimization projects, improving customer satisfaction scores (CSAT) by 25% through AI-driven personalization and UX enhancements.
- Transitioned from Senior Team Lead to Head of Product, overseeing CX, search, and voice search initiatives, driving omnichannel innovation across MAF Retail.

Jul 2018 — Dec 2019

Product Owner - Checkout & Payment - OmniChannel, Majid Al

Futtaim Retail

Dubai, UAE

Project Scope: Led the full redesign of the checkout process, collaborating with Tech, UI/UX, and QA teams to enhance user experience, security, and conversion rates.

- Defined and executed the product roadmap for omnichannel checkout and payment systems, integrating mobile wallets (Apple Pay, Google Pay), secure payment gateways (NI), and optimizing UX for frictionless transactions — driving a 22% lift in conversion rate.
- Work on the payment gateway integration, card tokenization, and mobile wallets (Apple Pay/Google Pay).
- Led cross-functional collaboration with Tech, UI/UX, and QA teams to enhance usability, optimize payment security, and eliminate pain points in the checkout process.
- Developed & implemented A/B testing frameworks, leading to a 20% reduction in cart abandonment rates and a significant increase in conversions.
- Enhanced payment security & fraud detection systems, ensuring a seamless yet secure transaction experience.
- Aligned product roadmap with business goals through stakeholder negotiations & executive presentations, securing buy-in for strategic improvements.

Sep 2017 — Jun 2018

Senior Team Lead - Mobile app - OmniChannel, Majid Al Futtaim

Retail

Dubai, UAE

Project Scope: Led development of a multi-region mobile app for Carrefour, focusing on seamless omnichannel commerce.

- Managed Agile development sprints, ensuring app launch across 13 countries with high user engagement.
- Led a team of 10+ developers & designers, driving app adoption and boosting sales.
- Enhanced UI/UX based on user analytics, increasing mobile conversions by 30%.

Aug 2013 — Aug 2017

E-commerce Managing Partner & Co-Founder, Mojo Tribe

Dubai, UAE

Project Scope: Built & scaled a digital transformation consultancy, driving revenue growth and market expansion.

- Led business development, marketing, and team supervision, delivering innovative solutions in digital marketing, mobile development, and business intelligence.
- Expanded services across e-commerce, retail, airlines, logistics, and finance, driving significant business growth and market expansion.
- Implemented advanced technologies (iBeacons, Augmented Reality) for MAF Retail and digital marketing strategies, positioning Mojo Tribe as an industry leader.

Mar 2012 — Jul 2013

Senior Digital Marketing Manager, Alchimie

Paris, France

Project Scope: Led end-to-end digital marketing strategy and execution, focusing on Google Ads campaign management, team training, and ROI-driven optimization. Spearheaded data-driven decision-making to maximize performance, audience reach, and conversion rates.

- Managed a €3.6M Google Ads campaign budget, achieving a 200% increase in ROI through strategic bidding, audience segmentation, and performance tracking.
- Led & trained 20+ marketing professionals, equipping them with advanced Google Ads and analytics expertise, enhancing overall campaign effectiveness.
- Developed data-driven marketing strategies, leveraging PPC, affiliate marketing, and rich media ads to drive revenue and optimize performance.
- Executed continuous A/B testing & campaign adjustments, ensuring optimal conversion rates and customer engagement.
- Aligned marketing efforts with business objectives, creating tailored strategies to expand market presence and maximize brand impact.

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| Mar 2007 — Nov 2010 | Digital Project Manager, P.I - PERFORMANCE & INFLUENCE | Paris, France |
| Project Scope: Oversee 13 key accounts (€2.4M revenue), optimize PPC campaigns & ad tracking, lead a team of traffic managers, and ensure high-performance digital marketing execution with measurable ROI. | | |
| <ul style="list-style-type: none"> Managed 13 key accounts generating €2.4M in annual revenue, focusing on PPC campaigns and media planning. Optimized ad server tracking and campaign performance, delivering measurable ROI for clients. Led a team of traffic managers, ensuring seamless execution of digital marketing campaigns. | | |

EDUCATION

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| May 2018 — Jul 2018 | Artificial Intelligence: Implications for Business Strategy, MIT - Massachusetts Institute of Technology | |
| Focused on applying AI strategies to drive business value and customer-centric innovation. (Certification) | | |
| Oct 2000 — Dec 2004 | Master, Marketing et commerce International, Ecole 3A - L'école internationale du management responsable | Lyon, France |
| Specialized in marketing, global business strategies and market expansion. | | |

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| SKILLS | Product Management Digital Transformation Agile & Scrum Jira, Trello, Asana Stakeholder Management Risk Mitigation Cross-Functional Leadership Team Leadership Agile Methodologies ROI Optimization | Omnichannel Grocery Marketplace Platforms Customer Insights E-commerce Strategy Market Expansion Omnichannel Retail Customer Experience (CX) AI-Driven Personalization Data Analysis Growth Strategies Digital Marketing Brand Development |
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COURSES

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| Feb 2019 — Mar 2019 | Professional Scrum Product Owner (PSPO), Scrum.org |
| Jan 2018 — Feb 2018 | Scrum Master Certification, Scrum Alliance |

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| LANGUAGES | Arabic French | Native speaker Native speaker | English | Highly proficient |
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