

ABD EL RAHMAN EL KADERI

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Innovation Advisor . Tech Disruptor . Expert in Digital Transformation . Strategy & Scalable Solutions

PROFESSIONAL SUMMARY

Innovation and strategy leader with **9+ years of experience** driving digital transformation, product innovation, and business growth across **technology, Ai, fintech, F&B, logistics, and consulting**. Proven ability to bridge **technical teams and business leadership**, lead C-suite engagements, design scalable solutions, and translate customer needs into impactful digital products and ventures.

CORE SKILLS & EXPERTISE

- Innovation Strategy & Digital Transformation
 - Product & Business Model Design
 - Entrepreneurship & Venture Building
 - Lean Startup & MVP Validation
 - Customer Discovery & Design Thinking
 - C-Suite & Executive Engagement
 - Cross-Functional Leadership
 - Go-To-Market Strategy
 - Cloud & Platform Innovation
 - Data-Driven Decision Making
 - Workshop Facilitation & Public Speaking
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PROFESSIONAL EXPERIENCE

Product Owner

ParkIt4me | Jan 2025 – Present

- Co-founded and lead **ParkIt4me**, an **AI-powered digital valet management platform** modernizing traditional valet operations across Lebanon and the GCC.
- Designed a data-driven system that replaces manual valet workflows with real-time tracking, transparency, and performance analytics.
- Improved operational efficiency for valet service providers while delivering a seamless, stress-free customer experience.
- Led product vision, business strategy, and go-to-market planning for an urban mobility technology solution.
- Collaborate with partners, venues, and regulators to support scalable deployment and industry standardization.

Innovation and Strategy Consultant

Universal Data Systems (UDS) | Jan 2025 – Jan 2026

- Led enterprise digital transformation initiatives to help modernize the company.
- Aligned organizational strategy with **investor-grade metrics** and market readiness frameworks.
- Facilitated executive workshops focused on **customer-centric innovation** and positioning.
- Drove measurable business growth through partnerships, distribution strategy, and key account optimization.
- Applied cloud innovation strategies to accelerate product rollouts and improve customer engagement.

Founder

Host & Ghost | Jan 2023 – Dec 2024

- Founded a platform enabling restaurant brands to **launch and expand globally** through virtual partnerships.
- Designed innovation roadmaps for restaurant expansion into cloud kitchens.
- Collaborated with F&B executives to define **product-market fit** and scalable GTM strategies.
- Led cross-functional teams to prototype digital ordering and kitchen coordination tools.
- Reduced expansion CAPEX and operational risk for partner brands.

Innovation and Strategy Consultant

Motor Works Co. | Mar 2023 – Nov 2023

- Led digital transformation initiatives to modernize operations, SOPs, and internal workflows across the business.
- Worked closely with the General Manager to implement and optimize **Odoo ERP** across multiple business functions and modules.
- Drove process automation, systems integration, and digital enablement to improve operational efficiency and scalability.
- Supported the company's online presence and technology adoption strategy through structured platform and process enhancements.
- Oversaw on-premise IT and technical infrastructure planning and execution, ensuring alignment between business operations and technology needs.

Innovation and Strategy Consultant

FODO | Jan 2022 – Nov 2023

- Led digital modernization of last-mile logistics for FMCG and F&B clients including **McDonald's Kuwait**.

- Designed and launched a real-time rider assignment and notification system, reducing delivery time by **45%**.
 - Transformed operational KPIs into traceable, data-driven performance metrics.
 - Facilitated leadership workshops translating operational gaps into digital innovation solutions.
 - Identified a strategic digital opportunity projected to save **1.2M KWD** in operational costs.
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Functional Consultant

Thru-Tech | Feels Group | Jun 2021 – Dec 2021

- Led end-to-end digitization of restaurant operations across multiple brands.
 - Implemented centralized cloud-based order and operations platforms.
 - Integrated omni-channel ordering directly into POS systems, eliminating manual entry.
 - Negotiated with technology vendors, reducing onboarding costs by **20%**.
 - Designed customer journeys and third-party integrations for monitoring and communication.
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Head of IT & Commercial Divisions

Sasco Gulf General Trading & Contracting Co. | Nov 2020 – May 2021

- Led innovation and digital transformation across commercial business units.
 - Introduced new digital services aligned with operational KPIs and growth objectives.
 - Bridged IT infrastructure upgrades with business efficiency improvements.
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Innovation & Project Manager

Core Consult | Jan 2020 – May 2021

- Managed restructuring and launch of early-stage startups.
 - Led the development of **Savrr**, a digital money-pooling (Jamiya) fintech application.
 - Conducted customer discovery workshops, defined personas, and built digital roadmaps.
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High School Teacher & Program Advisor

American Creativity Academy (ACA) | Aug 2019 – Aug 2020

- Designed and delivered Entrepreneurship & Social Innovation and “Startups: From Idea to Business” courses for high school students.
- Developed curriculum focused on ideation, business modeling, validation, and pitching.
- Mentored student teams in transforming ideas into structured business concepts.
- Served as Coordinator and Advisor for the INJAZ Company Program, guiding students through venture creation and competition preparation.

- Fostered a hands-on, activity-based learning environment encouraging leadership, creativity, and real-world problem solving.
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ENTREPRENEURIAL VENTURES

- **Founder** – WeGlo (non-invasive glucose monitoring smartwatch)
 - **Founder** – Food-For-Less (food waste reduction platform)
 - **Project Lead** – SORT-it-OUT (waste management app)
 - **Co-Founder** – NOTU (NFC digital business card solution)
 - **Project Lead** – Argotta (multilingual chat application)
 - **Partner** – Stitches Studios (3D design & branding studio)
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EDUCATION

American University of Beirut (AUB)

Bachelor of Arts and Sciences – **Computer Science**

USAID University Scholarship Recipient

GPA: 3.07 / 4.0 | Major Courses Avg: 86 / 100

Sep 2015 – Jun 2019

LANGUAGES

- English – Fluent
 - Arabic – Fluent
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CERTIFICATIONS & AFFILIATIONS

- Member, Center for Research & Innovation (CRInn) – AUB
 - INJAZ Lebanon Innovation Camps
 - MENA Youth Capacity Building in Humanitarian Action
 - Fundamentals of Digital Marketing
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EXTRACURRICULAR & RECOGNITION

- Recognized in **Stars of Science, MIT Pan Arab Startup Competition, Global Grad Show**
- Team leader for community coding and entrepreneurship initiatives
- Founding member, Lebanese Food Bank Club
- Active participant in hackathons and volunteer programs