

Sobhi Habannakeh

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Personal Details:
Jordanian | 17/06/1996

Profile

Product Manager with experience leading fintech and SaaS product development across the UAE, Bahrain, Qatar, and Egypt. Proven track record in product strategy, product architecture, API integrations, and enterprise digital platforms. Currently acting as products lead, driving product vision, roadmap, and delivery of scalable cloud-based platforms including DocFlow (e-Invoicing platform) and Cloud+ (professional networking platform). Experienced in managing the full product lifecycle from discovery and requirements gathering to development, launch, and scaling, while coordinating cross-functional teams across engineering, design, and operations. Background in fintech product development, digital banking, lending and payments, managing multi-million-dollar product portfolios and delivering enterprise-grade solutions across multiple markets.

Core Skills

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|------------------------------------|----------------------------|--------------------------|-----------------------------------|
| • Product Management | • Product Strategy | • Product Roadmaps | • Product Discovery |
| • Product Lifecycle Management | • Agile / Scrum | • Stakeholder Management | • API Architecture & Integrations |
| • Cross-Functional Team Leadership | • Product Performance KPIs | • Go-To-Market Strategy | • Digital Transformation |

Technical & Platform Expertise

- SaaS Platforms
- API Architecture & Integrations
- Fintech Platforms
- System Integrations
- Enterprise Product Development
- Jira
- Figma
- Eraser
- Product Documentation (BRD / PRD)

Professional Experience

Digital Product Manager (Product Lead), Cloud Consulting, Dubai

Jul 2025 to May 2026
Lead product strategy and development across the company's digital product portfolio while reporting directly to company founders.
Key Achievements:

- Owned product and technical architecture for DocFlow, a cloud-native e-invoicing SaaS platform; led cross-functional team of engineers, QA, and DevOps through design, ERP/API integrations, security/compliance, and production rollout, cutting document processing time by 40%.
- Designed and delivered Cloud+, a professional networking platform connecting C-level executives and industry leaders.
- Own the product roadmap, discovery process, and release cycles across multiple SaaS products.
- Designed the API integration architecture enabling scalable integrations with enterprise systems.
- Lead cross-functional teams across engineering, design, and cloud infrastructure to deliver scalable digital platforms.

Digital Product Manager, Solus City, Dubai

Jul 2025 to Mar 2026
Managed the development and strategic direction of Solus City, the company's flagship product.
Key Responsibilities:

- Led the end-to-end product lifecycle, from product discovery to release and optimization.
- Owned and prioritized the product roadmap based on customer insights, business goals, and technical feasibility.
- Led cross-functional teams across development, design, and operations.
- Translated business requirements into BRDs, workflows, and user journeys.
- Managed product integrations, new features, and platform enhancements.
- Defined product KPIs and monitored performance to continuously improve user experience.

Project Management Specialist (Fintech Products), M2P Fintech, Dubai

Apr 2022 to Jul 2025
• **Managed \$4.2M fintech portfolio** spanning digital banking, lending, card issuing, and payment platforms across UAE, Qatar, Bahrain, and Egypt, delivering 100% of projects on schedule with full regulatory & vendor certifications.

- **Led end-to-end solution architecture & requirement discovery** for digital banking and payment platforms, translating bank/fintech needs into scalable product roadmaps and integration blueprints.
- **Launched 8+ mobile & web banking applications** with complex third-party integrations, APIs, KYC/AML, core banking, card processors, and fraud/risk engines, across 4 markets.

Market-Specific Impact:

- **Egypt** : Delivered 2 mobile banking apps with multi-vendor integrations; **took live 2 lending products — Sky Finance & Ollin** ; led architecture & rollout of **Visa Ready-to-Launch (VRTL)** fintech program.
- **UAE** : Built & certified 2 banking web applications end-to-end; **Reem Finance Amala lending product** with full scheme compliance and go-to-market support.
- **Bahrain** : Implemented corporate prepaid card program and fraud risk management system, reducing fraud exposure and enabling new B2B revenue stream.
- **Qatar** : Built a digital bank covering mobile banking, **BNPL** , **SME financing** , and merchant solutions, from architecture to UAT and launch.
- **Oman** : **Delivered Wadiaa crowd funding platform** , managing regulatory alignment, product design, and third-party integrations to live launch.

Social Media Specialist, Eva Media, Amman

Mar 2018 to Mar 2022

Key Responsibilities:

- Managed social media platforms including Facebook, Instagram, LinkedIn, Snapchat, YouTube, and Google Ads.
- Planned and executed paid advertising campaigns and marketing budgets.
- Delivered measurable improvements in brand visibility, customer engagement, and sales growth.

Education

Middle East University, Amman

Bachelor's Degree - Marketing, 2020 to 2022

GPA: 3.57 (Very Good)

KUTC University, Amman

Higher Diploma - Business Administration, 2017 to 2019

GPA: 3.16 (Very Good)

Languages

Arabic: Native, English: Professional

Links

[LinkedIn](#)