

Yazan Daradkeh

Al-Sweifieh, Amman, Jordan +962 (7) 97166177 | yazan@yazan.me | www.yazan.me

Senior Digital Project Manager & AI Product Leader

Senior Digital Project & Product Manager and AI Specialist with over 20 years of experience leading complex digital product launches and transformations. Proven expertise in **AI-first product innovation**, integrating Generative AI (OpenAI, LLMs) into enterprise workflows to drive automation and efficiency. Adept at bridging the gap between executive vision and technical execution, leveraging deep technical fluency (Linux, PHP, Full Stack) to manage cross-functional engineering teams and deliver high-impact solutions. Passionate about enhancing digital transformation and delivering customized, scalable AI-powered products on time and within budget.

Core Skills

- **Product Strategy & Management:** Agile & Scrum Leadership, Waterfall, Product Lifecycle Management (PLM), Strategic Roadmapping, Cross-Functional Team Leadership, Stakeholder Management, Resource Planning.
 - **AI & Innovation Strategy:** Generative AI Product Integration, Custom GPT Development, LLM Workflow Automation, AI-First Product Design, Prompt Engineering.
 - **IoT & Smart Ecosystems:** Connected Product Strategy, Home Automation Architectures (Home Assistant, Zigbee), Sensor Network Integration (RFID, BLE), IoT System Design.
 - **Technical Fluency:** Full Stack Awareness (PHP/LAMP, Python, JavaScript), DevOps & Infrastructure Concepts (Docker, Linux/Ubuntu), API & Database Management (MySQL, MQTT).
-

Professional Experience

Digital Director | Y Agency | Amman, Jordan (Jan 2017 – Present)

- **Cross-Functional Product Leadership:** Led the full product lifecycle (PLM) by collaborating with stakeholders in sales, marketing, and customer care to define requirements, prioritize backlogs, and drive continuous product improvement based on user feedback.
- **AI & Automation Product Strategy:** Spearheaded the design and deployment of custom business automation ecosystems by integrating **Generative AI (OpenAI, Custom GPTs)** into core workflows, customer service platforms, and marketing engines, significantly enhancing operational efficiency.
- **Technical & Client-Facing Leadership:** Architected end-to-end digital solutions, translating complex client business needs into actionable technical roadmaps and ensuring high-performance, high-ROI delivery.
- **Data-Driven Decision Making:** Analyzed customer behavior metrics and product performance data to identify key insights, optimize user experiences, and prioritize high-value opportunities in the development roadmap.
- **Technical R&D & Prototyping:** Directed the R&D and implementation of smart connected solutions and real-time tracking systems (RTLS), bridging the gap between hardware capabilities and software platform integration.
- **DevOps & Engineering Management:** Led technical triage of production environments, leveraging deep-stack knowledge to diagnose root causes, manage development milestones, and ensure platform stability.

E-Commerce Manager | THE Group (Cozmo, Hamleys) | Amman, Jordan (Jun 2021 – Feb 2022)

- Optimized e-commerce fulfillment strategy to minimize costs while maximizing profits and customer satisfaction.
- Tracked consumer behavior and content management to develop robust customer acquisition and retention programs.

Senior Digital Project/Product Manager | Eva Media | Amman, Jordan (Oct 2019 – May 2021)

- Facilitated communication between research and production teams, coordinating iterative development based on feedback to optimize product performance.

Head of Technology & Product Development | Naua / Nahno (Crown Prince Foundation) | Amman, Jordan (Jan 2017 – Oct 2019)

- Established department protocol for project-based online platform implementation.
- Trained & fostered new staff on project execution, guiding organizational technology strategy and roadmaps.
- Implemented UI/UX best practices by deploying focus-group testing to ascertain pre-release product performance.

Digital Project Manager | Fox Sports / Gameday | Melbourne, Australia (Aug 2015 – Dec 2016)

- Standardized development processes to coalesce subsequent projects around consistent workflows, **shortening average development time-frames by 35%.**
- **Grew spent on the existing department base by 29% in 1 year**, producing \$519,684 in additional revenue.

Digital Project Manager | The Incentive Lab Pty Ltd | Melbourne, Australia (May 2014 – Aug 2015)

- Reorganized engineering and development staff for ongoing projects, producing top-quality sales incentive web solutions for clients such as **BMW, Infinity, Mini Cooper & Samsung.**

Technical Project Manager | HyperPay | Amman, Jordan (Aug 2011 – Mar 2013)

- **Agile Process Optimization:** Managed complex client integration lifecycles and refined agile workflows to improve delivery speed and ensure product quality.
- **Operational Strategy:** Assessed and implemented innovative technologies to drive production excellence and streamline development operations.

Product Owner | Ayna Corporation / 09ool Inc | Beirut, Lebanon (May 2009 – Aug 2011)

- Supervised and mediated the technical integration of 09ool.com services with ayna.com during a corporate merge.

Founder & Digital Project Manager | 09ool Inc | Amman, Jordan (Aug 2007 – May 2009)

- **Founded 09ool.com in 2007**, staying current with market trends to provide optimal services for users, resulting in **sustained year-over-year growth of 42% for 2 years**.

PHP Web Developer | Maktoob Inc (Yahoo!) | Amman, Jordan (Sep 2004 – Jul 2007)

- As a PHP web developer, had major input in numerous projects involving interactive functions on the internet, including **Maktoob's homepage, mail system, photo album, and networking platform**.

Licenses & Certifications

- **Project Management:** Project Management Professional (PMP), Scrum Master Certified (SMC), Google Project Management
- **AI & Product:** AI-Driven Project Management, AI-First Product Leader
- **Marketing:** Google Digital Marketing & E-commerce

Education

Bachelor of Science: Information Technology Al-Balqa Applied University – Al-Salt, Jordan

Languages

- **Arabic:** Native
- **English:** Fluent