Musab Alfridi

Product Owner | Fintech & AI Products | Discovery & Delivery
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SUMMARY

Product owner with a computer engineering background who leads discovery end-to-end and delivers integrations with payment and fintech partners. At Bonat I run discovery and delivery across four products serving 10M+ registered users, and owned two fintech partnerships: NFC loyalty on NeoLeap payment terminals, and automated marketplace commission collection through MyFatoorah. As a founder I built an Arabic-native audio AI product, owned the quality of what the model produced, and closed it on the evidence. Based in Riyadh, native Arabic, professional English.

WORK EXPERIENCE

Product Owner, Bonat, Riyadh. **05/2025 – Now**

Own discovery and delivery across 4 products serving 10M+ registered users (B2C app, B2B dashboards, admin panel, merchant app) on a multi-tenant platform where a feature is built once and has to generalise across many merchants. Owned the **NeoLeap** partnership that put Bonat's NFC loyalty card on their payment terminals: the device captures loyalty and payment data in the same tap and Bonat matches them, guaranteeing the customer's points and returning verified transaction data to the merchant dashboard. Owned the **MyFatoorah** integration that automates marketplace payment splitting so commission is collected at transaction time, replacing manual per-merchant reconciliation. Discovered and validated the Attached Gifts opportunity; the redesign delivered in 6 months more than half of what the prior model achieved in 5 years. Reported directly to the CPO.

Founder, Khulasa **06/2024 – 06/2026**

Founded Khulasa, an Arabic-native audio knowledge platform. Ran continuous discovery, vision, target users, PRD, and GTM, through two B2B/B2C pivots and an MVP, and owned the quality of the AI output in Arabic, not only the roadmap around it. Closed the company on the evidence when the payback math did not hold, and turned the market-validation failure into a rigorous, evidence-first discovery playbook now applied across everything I build.

Product Management & Strategic Partnerships, KABi, Riyadh. **10/2024 – 05/2025**

Supported product growth through market research, competitor analysis, and strategic partnerships. Contributed to shaping the product vision, defining user personas, and writing PRDs to align development with user needs and business goals.

Project Manager, Parmg, Riyadh. **09/2024 – 06/2025**

Led key projects and technical programs empowering the developer community. Oversaw planning and execution of large-scale events, volunteer coordination, and partnership initiatives against fixed public dates, growing the association's impact through strategic programs and operational efficiency.

SKILLS

Payments & Fintech Integration (NFC/POS, payment splitting, transaction matching), Partner & Client-Facing Delivery, Scope Negotiation, User Research & Interviews, Problem Discovery & Opportunity Framing, Hypothesis & Assumption Testing, Continuous Discovery, Persona & JTBD Definition, Data Investigation (Python), PRD & Spec Writing, User Stories & Acceptance Criteria, Backlog & Priority Management, Product Strategy & Roadmapping, Go-to-Market Strategy (GTM), AI Tools & Workflows, AI-Assisted Research, ClickUp, Notion, Figma (Basic), Arabic (Native, Najdi & Gulf), English (Professional)

EDUCATION

Bachelor of Science in Computer Engineering, University of Hail. **08/2019 – 06/2024**

GPA: 3.27/4 (Honors)

CERTIFICATIONS AND COURSES

McKinsey Forward Program, McKinsey & Company **08/2023**

SDAIA T5 Data Science and Artificial Intelligence Bootcamp, SDAIA Academy & Tuwaiq Academy **06/2024**

Certified Design Thinking Professional (CDTP), DARE Innovation **11/2025**

Digital Product Manager Professional (DPMP), OLO ACADEMY **01/2026**

Professional Scrum Product Owner (PSPO), Scrum.org **12/2025**