Raneen Alawamleh

Senior Product Manager | Software Delivery

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Senior Product Manager with extensive experience in leading **end-to-end** product development across **InsurTech**, **SaaS** and **Marketplace platforms**. Proven track record of launching products across the **UK, US & MENA regions** and delivering scalable platform capabilities through **data-driven** product strategy and cross-functional leadership. Experienced in translating complex business needs into **customer-centric digital products** that deliver measurable business value.

WORK EXPERIENCE

Product Manager
Aventum Group
02/2024 - Present — London

- **Product Leadership**: Owned the end-to-end lifecycle for a core Aventum insurance platform, defining strategy, roadmaps, and agile requirements for highly configurable underwriting journeys.
- **Market Launches**: Successfully launched multiple UK and US insurance products—including an Equine product with 55+ initial bound policies—using a reusable platform architecture to accelerate delivery.
- **Process Optimization & AI**: Reduced manual underwriting effort by 60% through workflow redesign, automation, and championing AI initiatives to improve data capture and efficiency.
- **Technical Delivery**: Delivered dynamic, rules-based underwriting questionnaires and scalable digital capabilities by leading Agile ceremonies across global cross-functional teams.
- **Data-Driven Strategy**: Partnered with senior stakeholders and leveraged analytics, KPIs, and customer feedback to shape product vision, prioritize the roadmap, and ensure regulatory compliance.

Product Manager (Consultant)
Collar
10/2023 - 02/2024 — London

- Owned the roadmap for **mobile** and **SaaS products**, balancing customer needs, engineering effort and business priorities.
- Worked with engineering teams to translate **customer research** into deliverable features and iterative releases.

Product Manager
EMPG (OLX, Bayut, Dubizzle)
02/2022 - 10/2023 — Amman - Jordan

- Successfully launched a **commercial property mobile application** across the MENA region, delivering a responsive experience for property search and management.
- Led the product development of an **internal CRM mobile application** used by operations teams, translating business requirements into scalable product solutions.
- Successfully **revamped the Dubizzle mobile application and website** for the Egypt and Lebanon markets, improving user experience and supporting business growth.
- Collaborated with Engineering, Design and business stakeholders throughout the product lifecycle, from discovery and requirements gathering to launch and continuous improvement.

Product Manager
ZenHR
09/2021 - 02/2022 — Amman - Jordan

- Led the **end-to-end launch** of the ZenHR Employee Mobile Application, from discovery through delivery.
- Delivered key features including **Geo-location Attendance** and **Automatic Clock-In/Clock-Out**, enhancing workforce management and employee experience.
- Partnered with Engineering, UX and business stakeholders to deliver a product used by **leading organisations in Jordan** and support ZenHR's **expansion across the MENA region**.

Junior Product Manager
Alsahab Global
10/2019 - 09/2021 — Amman - Jordan

- Used Google Analytics, CleverTap and App Store data to identify **customer behaviour** and product opportunities.
- Collaborated with engineering and QA teams throughout **feature delivery** across web and mobile products.

Project Management Intern
SAMT Projects Management
06/2018 - 10/2019 — Amman - Jordan

- Coordinated quality assurance activities across multidisciplinary civil, electrical andmechanical engineering projects.

SKILLS & COMPETENCIES

Technical Product Management
Software Delivery | **Generative AI**
Requirements Engineering
Prompt Engineering
Stakeholder Management
Risk & Dependency Management
Release Planning
Cross-functional Leadership
Product Analytics | **SQL**
Jira & Confluence

PROJECTS

Vertex Insurance Platform
- Complex insurance platform across UK & US markets.

Collar
- Mobile and SaaS pet platform.

OLX CRM
- CRM mobile application for operational teams.

ZenHR
- Employee HR portal.

AIWaseet
- Digital marketplace initiative.

EDUCATION

Industrial Engineering
University of Jordan
2015 - 2021
Previously: Computer Engineering (2013 - 2015)

LANGUAGES

English — Professional
Arabic — Native