HAMZA SEIN

Product manager, 0 to 1

LinkedIn

Portfolio

Product manager with nine years across MENA telecoms at e&, Umniah and Zain. Most of my work has been 0 to 1: taking new products from the first business request to launch and growing them after, through roadmaps, requirements, partner and vendor delivery, release quality and the numbers that follow. I also run small AI experiments with Claude to stay close to the technology and sharpen my product judgement.

9 years in product

0.7 → 1.3% eShop conversion

+120% internet revenue

Experience

Apr 2025 to now
UAE

e& UAE

Product Manager, Product House

- Own the roadmap for enterprise products: 5G network slicing, IoT and connected things, Mission Critical Communications (push to talk and push to video) and Drones and Robotics as a Service.
- Shaping a new computer vision product on the 5G private network: a base account with AI licence add-ons per use case, running on cameras and AI edge devices.
- Defined the MCC customer journey and the automated licence provisioning flows that replaced manual hand offs between IT, network and operations.
- Take incoming business requests, test them against strategy and commercial value, and turn approved ones into scoped initiatives with success criteria and a prioritized backlog.
- Work daily with engineering, network, IT and operations, and own acceptance criteria and release readiness for SLA critical services.

Aug 2023 to Apr 2025
Amman

Umniah Mobile Company

Digital Products Supervisor

- Owned the full rebuild of the eShop for fiber, 5G and bundles, from discovery to go live in under six months on a budget of about 1M JOD, managing the delivery vendor end to end.
- Mapped the order lifecycle from eligibility and pricing through payment, provisioning, fulfilment, cash on delivery refusals and returns.
- Led a team of five: two product owners and three logistics specialists running fulfilment and returns.
- Replaced manual reporting with an instrumented data loop (Mixpanel, Insider One, Hotjar) across about 2,000 monthly orders, used to prioritize fixes.
- Launched UGaming, Jordan's first gaming optimized fiber package: three tiers, a low latency or your money back guarantee and a live latency dashboard.
- Designed a 0% buy now pay later option by adapting the HyperPay gateway and aligning with Arab Bank to trigger their instalment flow.

Skills

Product
Strategy and roadmaps, intake and prioritization, process mapping, PRDs and acceptance criteria, UAT and release readiness, business cases

Go to market
Launch planning, pricing tiers, partner and vendor management, digital channel growth

Telecom and platforms
5G slicing, IoT, mission critical comms, carrier billing, VAS, partner APIs, Magento 2, CRM

Data
Mixpanel, Hotjar, Insider One, funnel analysis

AI prototyping
Claude Code, Next.js, Vercel, GitHub Actions, Figma

Certifications

Generative AI Leader
Google Cloud

AI Agents for Product Leaders

Managing Data Analysis
Johns Hopkins University

Introduction to Data Analytics
IBM

Live in under 6 months · Team of 5 · ~2,000 orders a month

Feb 2020 to Aug 2023
Amman

Zain Jordan

Product Marketing Manager, Home Solutions

- Owned the fiber and smart home Wi-Fi mesh product lines end to end, growing subscribers 300% through digital channels.
- Brought NVIDIA GeForce NOW to Jordan as the country's first cloud gaming service, running partner, network and commercial workstreams to launch with 500+ subscribers and national press.
- Set up a WhatsApp Business channel through Infobip for lead capture and hand over to sales.

Subscribers +300% · Jordan's first cloud gaming

Feb 2018 to Feb 2020
Amman

Zain Jordan

Product Marketing, VAS and Digital Products

- Launched Direct Carrier Billing, running the technical implementation and billing integration with local and global partners.
- Led value added service launches including ZainGames and Zain Kids Shuttle, and managed content partnerships with OSN+, TOD and Apple.

Joined Zain in June 2017 as a Customer Service Advisor.

AI experiments

Dark Deco — Live

Two player online co-op game for phones. One phone hosts, the other joins with a four letter code. Goes live with every change, with automated playtests.

Should I Watch It? — Live

Claude reads the vibe of a movie or show, finds matches for your mood, or picks one for a group. Next.js on Vercel.

FieldLink — In progress

Push to talk with real radio tones and a live team map for field crews.

This portfolio — Live

WebGL logo animation, case studies and illustrations, built in conversation with Claude.

Education

BSc Computer Graphics and Animation
Princess Sumaya University for Technology

Languages

Arabic, native
English, fluent