

Fayssal JILANI

Senior Ecommerce & Digital Transformation Leader with 20 years of experience in scaling omnichannel businesses, driving 50% YoY growth for 2025, leading high-performing global teams across 7 markets (Kuwait, Qatar, Bahrain, Saudi Arabia, Iraq, Egypt, Pakistan) Proven expertise in digital innovation, customer-centric product development, with a strong focus on strategy execution, operational excellence, and revenue optimization.



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MAJOR PROJECTS

▪ Al Nasser Hypermarket Ecommerce implementation	2025
▪ Al Nasser Retail Ecommerce implementation across 7 countries (KW, QA, BH, KSA, IQ, EG, PK)	2024
▪ Ecommerce stack replatforming (200K+ Products, 100K+ Customers, 100K+ Orders)	2023
▪ National Post Office & Bank Initiative for Cashless Economy (Wallets, Digital platforms, Mobile Payment System)	2021
▪ E-commerce app doken - Checkout with SMS, Messenger & WhatsApp (Nodejs, Vue.js, Redis, Azure Cloud)	2020
▪ MyKia connected car application (CRM integration, REST API)	2019
▪ Websites and storefront builder app trygotomarket in collaboration with Simvoly.com	2018
▪ Sayartech PRO by Ooredoo (White label Fleet Management B2B Solution)	2017
▪ Sayartech chatbot on FB Messenger (First chatbot in Tunisia aimed at the public)	2017
▪ Sayartech, a connected car solution in partnership with Ooredoo (Telco), Maghrebria (Insurance) & Wallys Cars	2017

SKILLS

STRATEGIC LEADERSHIP & BUSINESS MANAGEMENT

Ecommerce strategy, digital transformation & omnichannel expansion across 7 countries.
KPI-driven decision-making, and cost optimization. Driving operational excellence through automation and process optimization.

ANALYTICS & MARKETING

Automated reporting using Python and Excel, reducing manual reporting time.
Web Analytics & Tracking: GA4, Power BI, Clarity, Hotjar
SEO & Content Marketing, Paid Media & Performance Marketing: Google Ads, Meta Business Manager, Criteo, TikTok Ads
Marketing Automation: Email marketing, customer journey mapping, conversion rate optimization (CRO)
A/B Testing & Experimentation: Multivariate testing, user behavior analysis, data-driven optimization

TECHNICAL SKILLS

CMS & E-commerce Platforms: Magento, Shopify Plus, Shopify Hydrogen, Medusa.js, Building own custom Shopify extensions and apps
CRM, CDP & Loyalty: HubSpot, Salesforce, Segment, Klaviyo, Capillary, Comarch, Smile
Cloud, DevOps & Infrastructure: Azure, AWS, Cloudflare, Vercel, Postman, Redis, Neon, Git

PROJECT MANAGEMENT & AGILE METHODOLOGIES

Certified Scrum Product Owner, Agile & Waterfall execution.

EXPERIENCE

Al Nasser – Faisal Al Rasheed Group Retail, Hypermarkets, DTC | **Group Ecommerce Manager** March 2022 until now

STRATEGY & LEADERSHIP

Spearheaded the digital transformation of Al Nasser, launching omnichannel Ecommerce platform (Shopify Plus) with own custom Apps across 7 countries.
Defined and executed the group Ecommerce strategy and roadmap, aligning with business objectives and digital expansion plans.
Talent Acquisition: interviewed, evaluated, and hired new employees, streamlined onboarding processes to integrate them effectively.
Led a cross-functional global Ecommerce and digital marketing team of 20+ members, fostering collaboration, agility, and performance-driven culture.

BUSINESS GROWTH, PERFORMANCE & OPERATIONS

Achieved 15%, 20% and 50% Ecommerce revenue growth for years 2023,2024 & 2025, optimizing customer acquisition, retention, and conversion rates.
Expanded digital marketing footprint, scaling paid media campaigns via Google Ads, Meta Ads, driving omnichannel traffic.
Enhanced customer engagement and retention strategies, increasing repeat purchases and LTV (lifetime value).
Strengthened the omnichannel experience, aligning store inventory, digital orders, and fulfillment for a frictionless customer journey.
Drove process automation and operational efficiency, reducing manual workload and improving scalability.

BUILDING PARTNERSHIPS

Partnership with Qatar Airways on the Card Linked Offers program (CLO)
Partnership with Jahez, Talabat, Noon, Tawseel, Centerpoint, Blink.

FINANCIALS

Owned P&L and budget accountability for Ecommerce department, optimizing cost structures and ensuring financial sustainability.
Developed and presented strategic board reports, delivering data-driven insights to inform key decision-making.

PRODUCT OWNER

Product Vision, Product Strategy, Backlog & Releases: Refined product vision, translated strategy & requests into actionable roadmap items, participated in backlog refinement, assisted with sprint planning & release management.

User Stories & Acceptance Criteria: Crafted testable user stories & set measurable acceptance criteria.

BUSINESS DEVELOPMENT

Sales & Revenue Optimization: Led sales efforts, managed pricing & distribution channels, optimizing the sales funnel for revenue growth.

Customer Enablement & Advocacy: Developed user guides & presentations, negotiated agreements to maximize customer value and drive product adoption.

OPERATIONS

Strategic Partnerships & Procurement: Established and negotiated agreements with strategic partners (Ooredoo, Maghrebria, Wallys Cars), shortlisted technology providers, ensuring alignment with project goals and budget constraints.

Financial Management & KPI Tracking: Prepared budgets and KPIs for board approval, aligning financial resources with project objectives.

RECOGNITION & IMPACT

Featured in Banque Tuniso-Koweitienne advertising campaign as Réseau Entreprendre Tunis laureate.

Orchestrated IoT product innovation in connected vehicle solutions, partnering with major regional players.

SOTUTREAUX Water Treatment Services | Business Process Manager**August 2010 – September 2012****KHROUF Enterprises Construction & Hospitality | Project Manager****June 2008 – August 2010****CIGAFILTRE Group Industrial conglomerate – FMCG | Assistant Project Manager****March 2006 – May 2008****SERA Food & Beverage | Assistant Manager****January 2005 – March 2006****CERTIFICATIONS**

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|-------------------------------------------------|-------------|
| ▪ Scrum Product Owner Accredited Certification™ | 2018 |
| ▪ PMI Agile Product Owner: Foundations | 2023 |
| ▪ Six Sigma Yellow Belt | 2024 |
| ▪ Data Analyst Certification | 2024 |
| ▪ PMI Project Management Institute | in Progress |

EDUCATION**Master's Degree, Entrepreneurship****October 2003 – January 2005**

École Supérieure de Commerce de Tunis

Bachelor's degree, Management**October 1998 – June 2003**

Institut Supérieur de Gestion de Tunis

High school diploma, Mathematics**September 1991 – June 1998**

Lycée Pilote Bourguiba de Tunis

LANGUAGES

- English – Full Professional Proficiency (C2) ▪ Arabic – Native ▪ French – Native ▪ Italian – Elementary Proficiency (A2)

AWARDS

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|-----------------------------------------------------------------------|---------------|
| ▪ Start'Act Accelerator Alumni | December 2015 |
| ▪ Entreprises Magazine: Among 100 managers moving business in Tunisia | November 2015 |
| ▪ Laureate of Réseau Entreprendre Tunis | March 2013 |

LEADERSHIP

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| ▪ Zaghouan Vision 2040 | Founder | 2020 - 2022 |
| ▪ Club de Tennis de Zaghouan | VP | 2018 - 2021 |
| ▪ Teslek Charity Organization | Member | 2009 - 2017 |

INTERESTS

Big fan of Formula 1 (Strategy, Innovation, Technological achievements).