

Mehdi Nadifi

AI Transformation & Product Delivery Executive

Abu Dhabi, UAE | Arabic, English, French, Spanish | mehadinadifi.com

I help GCC organizations translate AI and digital transformation mandates into operational systems, adoption, governance, and measurable business value. My expertise combines AI strategy, product execution, enterprise delivery, and stakeholder alignment, with a focus on regulated, sovereign-backed, and complex multi-vendor environments.

TOP PROOF

#1 UAE App Store Lifestyle	100K Users in first month	+30% Revenue uplift Emarat Petroleum	-80% Loyalty fraud reduction
\$60M+ Incremental Chalhoub Group	44M+ Mobile users JPMorgan Chase	14 Integrated IAMAI super app	6 wks Concept to live - Vigil Intel

CAREER NARRATIVE

AI Transformation and Product Delivery Executive with over 18 years of experience delivering complex technology, digital, and AI initiatives across the US, Europe, and the GCC.

My experience covers enterprise AI, fintech, eCommerce, loyalty, super apps, regulated platforms, and GCC transformation programs. At JPMorgan Chase, I delivered AI personalization for over 44 million mobile users. At Chalhoub Group, I generated more than \$60 million in incremental revenue through personalization and eCommerce product strategies.

I have led and recovered high-stakes transformation programs in challenging environments. For Emarat Petroleum, I restructured a stalled loyalty super app and launched EmCan within four months, achieving #1 in the UAE App Store and winning Best Loyalty Program 2024. For Majid Al Futtaim and I.AM+, I converted a stalled Arabic-first conversational AI super app into a production-ready 14-service platform in six months.

I offer a unique blend of executive stakeholder management, product ownership, AI expertise, delivery recovery, and hands-on product development. I work effectively across C-suite strategy, product teams, vendors, data, governance, and execution.

EXECUTIVE VALUE

- Deliver board-level AI and digital mandates as shipped products, driving adoption, governance, and measurable business value.
- Turned around stalled transformation programs by reestablishing ownership, delivery cadence, stakeholder alignment, and decision-making processes.
- Advance enterprise GenAI from demonstrations to secure, Arabic-capable, procurement-ready platforms tailored for regulated GCC environments.
- Integrate C-suite strategy, product execution, vendor delivery, data foundations, and AI governance across complex organizations.
- Operate effectively in GCC environments where hierarchy, public commitments, data sovereignty, Arabic user needs, and vendor ecosystems are critical.

CONTACT

[Portfolio](#)

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