# IBRAHIM ABDALLA

**Chief Technology & Product Executive | Product, Technology, Data & AI | Growth & Transformation**

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## ABOUT

Chief Technology & Product Executive combining technical depth, founder experience and enterprise leadership. Shape product strategy around customer needs and market opportunities, driving adoption, retention and revenue growth. Lead company-wide AI transformation, redesigning operating models and scaling production agents across ~30% of marketplace GMV to expand capacity and increase operating leverage. Partner with CEOs, executive teams, Boards and investors to define strategy, align organizations and direct investment toward commercial outcomes and long-term scale. Scaled consumer platforms to 3M+ subscribers and led teams of 250+.

## EXPERIENCE

### Chief Technology & Product Officer (CTPO)

**BRKZ (B2B ConTech Marketplace) | Riyadh, Saudi Arabia (MENA)**

06/2025 - Present

Lead Product, Technology, Data & AI across BRKZ's marketplace, embedded finance, cross-border sourcing & factory businesses, reporting to the CEO.

- Lead company-wide agentic transformation & product strategy, redesigning operating models to expand capacity for growth & improve capital efficiency & EBITDA.
- Shifted Product & Technology to a product-led, AI-native model, achieving ~3x output per engineer while cutting engineering costs 34% & time from discovery to handoff up to 80%.
- Established the Data & AI function, self-service analytics & a governed, PDPL-aligned agentic AI platform, scaling production agents from sourcing to cash across ~30% of GMV while owning inference performance & cost.
- Expanded capacity with AI agents, including an Ops Agent ranked #1 in closing at ~4x the human average & a Procurement Agent able to process 100+ pricing hours in ~8 hours.
- Strengthened embedded finance through risk-based pricing, credit controls & reconciliation, with AI underwriting assessing credit applications in minutes.
- Helped lead BRKZ from Series A to Series B, shaping company strategy & investment priorities with the CEO, Board & investors.

### Executive Director, Product & Technology

**Foxtel Group (Streaming & Advertising)**

10/2020 - 05/2025

Directed Streaming & Advertising, reporting to the Group CTO & CEO. CTO for Kayo, BINGE & Foxtel Media, driving growth, scale & transformation.

- Aligned technology investment with business goals, managing an A$80M+ budget & 250+ team while shaping roadmaps that accelerated customer growth, engagement & retention.
- Drove subscriber growth to 3M+ across Kayo & BINGE, increasing ad revenue 40% to A$250M+ & tripling ad serve rates through platform & product improvements.
- Architected AI & data strategy to personalize customer experience, improve retention, and increase engineering productivity through automation.
- Reduced tech churn 58%, cutting 10,000 cancellations & mitigating 70,000 with the 'Uninterrupted Streams' metric, reducing complaints to customer care 85%.
- Improved platform stability & customer experience, reducing complaints in app store reviews 35%, lifting app ratings from 1.7 to over 3.0 & scaling systems for peak demand.
- Delivered end-to-end e-commerce platform using Salesforce, enabling cross-sell, partner integrations & new revenue channels.
- Architected DevOps pipeline migrating on-premise to GitHub & AWS Mac, cutting build times from 6 hours to 10 minutes & release cycles from 3 months to 2 weeks.
- Scaled through offshore delivery centers, maintaining quality & reducing costs 20%.
- Restructured teams around a product-led operating model, aligning executive priorities, introducing an individual contributor track & rebalancing internal & external resources, improving efficiency 18%.

## CREDENTIALS

### Executive Programs

- Rupert Murdoch Executive Leadership Fellowship, Melbourne Business School (2024)
- McKinsey Rising Leaders Forum (2023)

### Education

- Bachelor of Science in IT (Enterprise Systems), University of Technology Sydney, Australia (2014)
- Diploma in Professional Practice, University of Technology Sydney, Australia (2014)

### Professional Certifications

- AWS Certified Solutions Architect - Associate
- Akamai Advanced Web Performance & Offload
- Akamai Kona Site Defender
- Akamai Media Delivery Foundations

## SKILLS & TOOLS

### Executive Expertise

- Business & Operating Model Transformation
- Product, Technology, Data & AI Leadership
- Agentic AI & Data Strategy
- Executive Leadership & Organizational Design
- Digital Products & Commercial Growth
- Technology Investment & Governance
- Board, Investor & Executive Engagement
- Product-led Technology Leadership

### Technology

- AI, Machine Learning & Agentic Platforms (LLMs, agent orchestration, Vertex AI)
- Data, Analytics & Observability (Python, BigQuery, ELK, Tableau, Power BI)
- Cloud Platforms & DevOps (AWS, GCP, Kubernetes, Docker)
- Modern Architecture & APIs (Microservices, GraphQL, REST)
- CRM & Digital Platforms (Salesforce, Braze, Klaviyo, Airtable)
- Streaming & Media (Akamai, DRM)
- Security & Governance

# EXPERIENCE

### Solutions Architect

**BINGE**

10/2019 - 09/2020

Led architecture and launch of an entertainment streaming platform, guiding 80+ engineers.

- Architected an AWS platform supporting 10,000+ hours of content at launch, expanding to 20,000+ hours within 12 months.
- Modernized existing Foxtel systems through a microservices architecture, supporting rapid subscriber growth & improving platform reliability by 35%.
- Improved subscription management & expanded device compatibility across platforms, supporting growth to 300,000+ subscribers within four months.
- Secured the platform with Akamai Security & Bot Management, and applied DRM to meet studio content-protection requirements.

### Solutions Architect

**Kayo Sports**

10/2018 - 09/2019

Led architecture & launch of a sports streaming & advertising platform, guiding 80+ engineers.

- Architected a cloud platform on AWS for 30,000+ hours of content, partnering with Cricket Australia, resulting in subscriber growth from 100K to 400K+ in Year 1.
- Designed acquisition, identity, and subscription systems for 50+ sports, optimizing performance with dual CDNs (Akamai & AWS) for high-concurrency, low-latency streaming.
- Scaled infrastructure for peak events, supporting hundreds of thousands of users.

### Solutions Architect

**FOX SPORTS Australia**

08/2016 - 09/2018

Drove technology strategy and architecture, leading 40+ engineers to scale digital platforms.

- Launched OTT products (WatchAFL, WatchNRL), opening new markets and generating new revenue streams through strategic partnerships with the AFL and NRL.
- Consolidated on-premise platforms into AWS cloud, reducing costs by 20% and improving scalability, engagement, and performance for 4M+ users.
- Introduced real-time customer messaging with Braze, increasing engagement.

### Web Engineering Manager

**FOX SPORTS Australia**

08/2011 - 07/2016

Led the digital transformation of FOX SPORTS, scaling the web engineering team from 1 to 10.

- Delivered a multi-year roadmap for 4 platforms, resulting in 200% traffic growth and enhanced user experience through a full-stack re-architecture (React, Node, AWS).
- Implemented agile & DevOps, improving productivity 30% & reducing time-to-market 40%.
- Developed a user acquisition strategy that increased conversions and revenue by streamlining registration and paywall systems.

### Web Engineering Manager

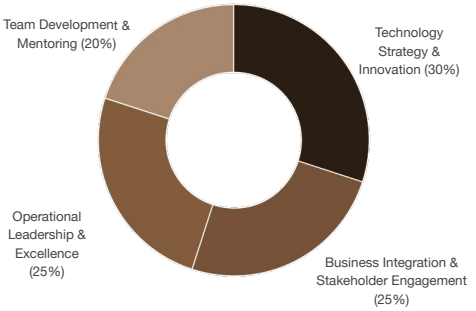
**truelogic**

05/2008 - 08/2011

Led retail e-commerce development, modernizing platforms & processes in a digital agency.

- Modernized e-commerce platforms, increasing online conversion rates by 30%.
- Implemented agile, improving team efficiency by 25% & reducing time-to-market for projects.

# WHERE I SPEND TIME




# VENTURES

### Chief Technology Officer, Co-Founder

**Multiple ventures**

Co-founded ventures across healthcare, automotive, fintech, social & marketing, leading product & technology from concept to commercial launch.

- Launched DealerMeter's big data & analytics platform, combining data from 5 sources into a dataset of 30M+ records used by dealerships for valuations, inventory sourcing & sales decisions.
- Launched CarChase's automotive marketplace, combining big data & algorithmic pricing with vehicle certification & secure payments to complete 40+ vehicle transactions.
- Led Croo's design & launch, developing a wellness algorithm with therapists to alert trusted friends & family when users needed support.

# INDUSTRY RECOGNITION

- ThoughtWorks: Featured discussing cloud strategies for streaming platforms.
- X-Team: Featured discussing aligning technology investment with business strategy.
- Kayo CEO: Highlighted AI personalization & platform improvements supporting subscriber growth & advertising performance.