WASIM ASHSHOWWAF

Senior Business Development Analyst | FinTech | Customer Experience | AI

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PROFESSIONAL SUMMARY

Business development and fintech professional with experience spanning partnerships, customer experience, analytics, onboarding operations, and AI-enabled products. Skilled at turning complex workflows into measurable processes, coordinating across commercial, banking, compliance, and product teams, and identifying growth opportunities from customer and transaction data. Founder of Adwat.ai, an Arabic AI-tools discovery platform.

CORE SKILLS

Business Development • FinTech & Card Payments • Customer Experience • Partnerships • Revenue & Portfolio Analysis • Process/SLA Design • CRM • Excel & Dashboards • GenAI • Systems Thinking • Automation • Stakeholder Management

EXPERIENCE

Senior Business Development Analyst | **Nqoodlet** | Apr 2026 - Present | Riyadh

Business Development Analyst | **Nqoodlet** | Nov 2024 - Mar 2026 | Riyadh

- Drive business-development analysis and strategic initiatives across Nqoodlet's fintech expense-management offering, connecting customer needs with commercial, product, and operational priorities.
- Coordinate bank-partner onboarding and migration workflows, including client pipeline management, KYB/KYC readiness, eChannels, account activation, and escalation of SLA bottlenecks.
- Build and maintain Excel-based pipeline, SLA, and performance trackers that improve visibility into delays, ownership, next actions, and customer onboarding progress.
- Analyze customer usage, GTV, product adoption, retention signals, and expansion opportunities to support account prioritization and revenue-focused decision making.
- Partner cross-functionally with Sales, Compliance, Operations, Product, and external banking stakeholders to streamline processes and improve customer experience.

Founder | **Adwat.ai** | Aug 2024 - Present | Riyadh / Remote

- Founded and launched an Arabic AI-tools directory featuring 1,000+ tools; lead product direction, curation, UX, growth experiments, and platform development.

Innovation Community Lead | **Sigma Innovation Engine** | Oct 2023 - Aug 2024 | Riyadh

- Managed a 6-month Cultural Development Fund program, built KPI dashboards, ran a 1,500-recipient automated campaign, and led an international exchange program for 20 Saudi entrepreneurs.

Account Executive - Seasonal | **Saudi Esports Federation** | Jul 2022 - Dec 2022 | Riyadh

- Managed 14 client accounts and digital campaigns, helping grow audiences beyond 20,000 followers while improving engagement and supporting long-term account goals.

Business Developer | **DRC** | Jul 2021 - Dec 2021 | Riyadh

- Built CRM processes, supported growth and brand initiatives, and developed partnership opportunities through GTEX 2021 and cross-functional business development.

EDUCATION & SELECTED CERTIFICATIONS

American University, Washington, D.C.
Coursework toward M.S. in Marketing - 2018
Coursework toward B.S. in Business Administration - 2016
Institute of Public Administration - Business Banking coursework, 2011

Selected Certifications
Google Analytics Certification • Data Analytics Bootcamp (General Assembly) • Introduction to ChatGPT (edX) • American Express SA Anti-Money Laundering • McKinsey Take a Step Forward

Languages: Arabic (Native) • English (Native) • French (Beginner)