USAMAH ALBAIK

Senior Manager, Business Development & Strategic Partnerships | SaaS • AI • Product Strategy • Market Expansion

Riyadh, Saudi Arabia | osama.albaik@gmail.com | linkedin.com/in/albaiko | usamahalbaik.myportfolio.com

EXECUTIVE PROFILE

Strategic business development, partnerships and product leader with 25+ years in enterprise technology and extensive commercial leadership across Saudi Arabia, the GCC and international markets. Combine cloud-native SaaS and digital-platform experience with an ability to build partner ecosystems, evaluate new sectors and geographies, shape commercial models and coordinate complex initiatives through executive governance. At Naseej for Technology, currently lead partnership and market-expansion programs spanning AI, education and knowledge platforms, sports technology, healthcare technology and digital services. Track record includes 12+ strategic partnership agreements, establishing partner-governance capabilities, screening 67 inorganic-growth targets, supporting the scale of MEDAD to 120+ institutions, and building a 25-person business practice earlier in my career. Experienced in aligning strategy, product, sales, presales, finance, legal, delivery and marketing around executable plans and measurable commercial outcomes.

CORE SKILLS & TECHNOLOGY

Growth & corporate strategy: Strategic business development • Four-year strategic initiative planning • Market entry and geographic expansion • Sector diversification • TAM/SAM/SOM and competitive intelligence • Business cases and investment screening • Revenue and gross-profit orientation • Executive reporting and KPIs

Partnerships & commercial models: Strategic alliances • Technology/vendor ecosystems • Partner sourcing, qualification and onboarding • Reseller/referral/integration agreements • Commercial negotiation • Revenue-share and subscription models • Contract governance • Due diligence • WHT / payment-term coordination • Partner-enabled GTM

SaaS, AI & product leadership: Cloud-native enterprise SaaS • Product strategy and roadmaps • New Product Introduction (NPI) stage gates • Product-market fit and GTM readiness • AI/GenAI commercialization • Digital transformation • ERP/ECM integration • Learning, training and knowledge platforms • AR/VR and sports/venue technology opportunity development

Research, leadership & execution: Market analysis • Strategic presentations and RFPs • Presales and account strategy • Institutional digital-content subscriptions/publisher ecosystems • Cross-functional workstream leadership • Stakeholder engagement • Vendor/partner management office governance • SAFe / Agile

Tools: Microsoft Dynamics CRM; Microsoft 365; OpenAI ChatGPT, Anthropic Claude and Google Gemini (professional research, business cases, proposal drafting, analysis and communication).

PROFESSIONAL EXPERIENCE

Senior Manager, Business Development & Partnerships

Naseej for Technology | Riyadh, Saudi Arabia | May 2025 – Present

Lead strategic partnerships, business opportunity development and portfolio/market expansion; connect external technology ecosystems to Naseej's sector strategies, SaaS offerings and cross-functional go-to-market execution.

CORPORATE STRATEGY, GROWTH & INVESTMENT

- **Four-year strategic planning:** Contributed the Business Development & Partnerships workstream to Naseej's enterprise-wide, four-year strategic initiatives planning / NYPM 2027 process, translating market expansion, portfolio enrichment and partnerships into proposed initiatives, GTM dependencies, ownership and KPI inputs across functions.
- **Inorganic growth:** Built a three-tier investment/target evaluation framework; screened 67 potential companies and advanced 3–5 candidates toward executive evaluation and Board Investment Memo preparation, using strategic fit, market attractiveness, synergy and commercial criteria.
- **Opportunity investment discipline:** Developed business cases, opportunity assessments, market-entry hypotheses, commercial options and board/executive materials for new business lines, partnerships and potential investments.

NEW SECTORS & GEOGRAPHIC EXPANSION

- **Sports technology expansion:** Defined a three-pillar sector strategy—Sports Education & Training, Sports Organization Management and Smart Venues—covering target customers, solution families, prospective alliance partners and partner-led GTM planning.
- **Sports alliances & opportunities:** Developed value propositions around N3xt Sport and Sportian capabilities, coordinated specialist sports-industry advisory input, and helped shape AFC Asian Cup 2027 LOC concepts for tournament memory/digital heritage, fan engagement and smart-city/venue solutions; opportunities remain at development stage.
- **Healthcare technology expansion:** Built the sector opportunity agenda around healthcare learning and development, workforce competencies, assessment, CPD/accreditation, healthcare knowledge resources and digital platforms, targeting health clusters, hospitals and professional education providers.
- **Healthcare ecosystem evaluation:** Advanced commercial/strategic assessments involving Afaq LMS (including investment due diligence), risr/ medical-school assessment, and an emerging nursing competency assessment solution; framed partner models, market potential, product fit and validation requirements rather than presenting pipeline opportunities as wins.
- **North American market development:** Supported the MEDAD US-entry initiative by coordinating Northeast higher-education segmentation, competitor and incumbent mapping, prospective partners, positioning and go-to-market evaluation.
- **Regional/international opportunities:** Developed or supported market-entry research and partner approaches for Qatar/GCC, Sudan (Zain channel discussions), Syria (national higher-education and government digital-platform concepts), and Kurdistan (institutional effectiveness/accreditation collaboration), with exploratory opportunities tracked separately from secured business.

STRATEGIC ALLIANCES, PARTNER GOVERNANCE & COMMERCIAL EXECUTION

- **Partner agreements:** Executed 12+ strategic partnership agreements across learning technology, cloud/security and digital content; handled partner qualification, relationship development, commercial negotiation, agreements and activation planning.
- **High-profile alliance milestones:** Supported Naseej's Moodle Certified Partner program, DataCite Registered Service Provider designation (first in the Middle East), and the signed EdfaPay payment-gateway partnership supporting MEDAD Pay commercialization.
- **Partner governance:** Established and operationalized the Vendor & Partner Management Office (VPMO), structuring partner selection and onboarding, agreement lifecycle, documentation, renewal visibility, stakeholder review and governance.
- **Commercial/legal structuring:** Coordinated with finance, GRC, legal, sales and product teams on reseller and referral models, pricing/margins, withholding-tax allocation, payment terms, data-residency considerations and liability/risk provisions.
- **Partnership pipeline:** Managed concurrent engagements across AWS/cloud, AI/enterprise search, learning and content platforms, low-code, certification, cybersecurity and digital services, maintaining a distinction between signed partnerships and opportunities under evaluation.
- **Digital information resources:** Applied long-standing relationships with international publishers, aggregators and institutional knowledge providers to subscription distribution, research-content access and new AI/content integration opportunities across Saudi Arabia and other Arab markets.

AI, PRODUCT INTRODUCTION, GTM & CROSS-FUNCTIONAL LEADERSHIP

- **AI market positioning:** Contributed strategic and partnership inputs to Naseej's IDC MarketScape: Gulf Countries AI Professional Services 2025 vendor assessment, associated with its recognition as a Major Player; supported the wider AI solution/partner positioning agenda.
- **AI and emerging technology:** Assessed partnership-led commercialization for enterprise AI, AI agents/workflows, intelligent knowledge search, analytics and automation, connecting technical propositions to customer use cases, offering fit and commercial pathways.
- **New product introduction:** Standardized NPI commercial-readiness artifacts covering market/customer rationale, value proposition, positioning, pricing/financial logic and GTM plans; aligned prospective offerings with product maturity and sales readiness.
- **Commercial activation:** Worked on multi-party offerings and go-to-market support for SaaS, learning, content, AI and payments, including partner enablement, executive presentations, conferences, account engagement and new-solution proposals.
- **Cross-functional execution:** Coordinated Sales, Presales, Product, Engineering, Cloud Operations, Delivery, Marketing, Finance, Legal and GRC teams to progress opportunities, unblock agreements and align implementation obligations with the commercial model.

Sector Manager – Business Development / Product Strategy

Naseej for Technology | Riyadh, Saudi Arabia | Jan 2018 – Apr 2025

- **Cloud-native platform growth:** Helped develop and scale MEDAD, a multi-product SaaS platform serving higher education and knowledge institutions across KSA, GCC and Egypt; contributed to growth to 120+ client institutions and organizations.
- **Product vision and governance:** Guided strategy/roadmaps for campus management, learning/training, institutional effectiveness and library/knowledge products; authored/co-developed the enterprise NPI framework and supported investment and release decisions as part of the NPI governance process.
- **Executive and cross-functional alignment:** Connected product, engineering, cloud operations, marketing, sales and customer delivery around business plans and customer experience, with regular executive-level roadmap and performance reviews.
- **Commercial performance:** Met or exceeded business targets through product positioning, customer relationships, solution development and renewal/expansion efforts; introduced AR/VR solutions within the education/training portfolio.

Solutions Presales Manager (Concurrent Assignment)

Naseej for Technology | Riyadh, Saudi Arabia | Jul 2022 – Mar 2023

- Led education-solutions presales, end-to-end technical/financial proposal responses, bid reviews and solution demonstrations; aligned solution scope, implementation plans and client value propositions.
- Helped the business achieve its 2022 sales target through presales alignment and standardized demos, offer narratives and proposal processes.

Business Practice Manager – Academic & eLearning Solutions

Naseej for Technology | Riyadh, Saudi Arabia | Jan 2011 – Dec 2018

- Established and expanded the academic and e-learning business practice, leading market strategy, partnerships, solutions architecture, presales and delivery oversight.
- Built and managed a 25-member multidisciplinary practice spanning technical, functional and business product managers; delivered the 2017 annual sales-order target.

Professional Services Manager

Naseej for Technology | Riyadh, Saudi Arabia | Sep 2009 – Dec 2010

- Led eSolutions implementation and introduced development, deployment, QA, project-scoping and resource-management processes for web and enterprise applications.

Development Manager

E-Enterprises / Emirates Computers (Saudi Branch) | Riyadh, Saudi Arabia | Mar 2008 – Aug 2009

- Managed multidisciplinary engineers, developers and DBAs delivering ERP, ECM, portals and custom enterprise systems; supported technical bids, deployment and ongoing support.

Professional Services Manager

Edutech | Dubai, UAE | Jan 2005 – Jul 2008

- Managed library-management and e-learning solutions, software localization, implementation, client training, presales and proposals across the GCC, India, Singapore, Thailand and the Levant.

EDUCATION & PROFESSIONAL DEVELOPMENT

B.S., Computer Engineering | King Fahd University of Petroleum & Minerals (KFUPM), Dhahran | 1993

Leading SAFe & SAFe Product Owner/Product Manager • Sandler Sales Foundations • Leadership Skill Development Program (Naseej, 2023–2025) • Fundamentals of Effective Supervision & Leadership (Meirc) • Presentation & Communication Skills (Meirc)

SPEAKING, INDUSTRY CONTRIBUTIONS & INTERESTS

Workshop/panel contributor: Umm Al-Qura University (future of cloud-based information institutions, 2021); TVTC STCEX (big data in training, 2021); Arabic Union Catalog (cloud academic libraries and e-learning integration, 2020). Recognized for organizing Naseej innovation/hackathon events (2019–2021).

Founder and managing editor, Masterpieces of Arabic Poetry community (17,000+ followers since 2015).