

SALEEM JADALLAH

Product Builder & Growth Operator | 14 Years of P&L Rigor at GE

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PROFILE

I ship consumer products end to end — two live today (App Store and web), one in TestFlight — designing, building, and running growth and operations solo by directing AI development agents (Claude Code, Codex) on modern cloud infrastructure. I bring 14 years of GE-grade commercial rigor to product decisions: at GE Vernova I own bottom-up revenue planning, unit economics, and the plan-vs-actuals rhythm on a \$14B+ services portfolio. Native Arabic speaker with deep fluency in Gulf consumer behavior — I build for this market because I live in it.

CORE SKILLS

Product & growth: End-to-end product delivery (idea → App Store) • Growth planning & unit economics • A/B thinking, funnels, retention • Pricing, subscriptions & monetization • E-commerce operations • Gulf market & Arabic-first UX

AI-native building: AI-assisted development (Claude Code, Codex) • Cloudflare • Railway / Neon • Expo & App Store delivery • Stripe, RevenueCat, Shopify • WhatsApp Business API (approved Meta Tech Provider)

Commercial rigor (GE): Revenue planning & plan-vs-actuals • P&L ownership support on \$14B+ portfolio • Scenario / what-if modeling • Cross-functional program leadership • Executive reporting

Languages: Arabic (native) • English (fluent)

PRODUCTS — BUILT, SHIPPED & OPERATED SOLO

Founder-operator of a consumer product portfolio: I do the product design, AI-directed development, infrastructure, payments, App Store release, marketing, and operations myself. Run through a UAE free-zone entity and a US LLC.

- **SkinSense AI** — AI skincare journey companion. Live on the Apple App Store. Full lifecycle ownership: positioning (repositioned from diagnostic to beauty-tech companion), build, release, and growth.
- **Bustan (getbustan.com)** — credit card perk optimizer for the UAE. iOS, in TestFlight. Consumer fintech: card benefit data model, subscription monetization, Arabic/English UX.
- **Maison by Ola (maisonbyola.com)** — fragrance brand. Built the Shopify storefront; run e-commerce operations and digital marketing.
- **Approved Meta Tech Provider** — certified to onboard businesses to the WhatsApp Business API.

PROFESSIONAL EXPERIENCE

GE Vernova (formerly GE Power) — Gas Power Services, Dubai

May 2016 – Present

Risk & Modeling Leader

- Own bottom-up revenue planning and the quarterly plan-vs-actuals rhythm for a \$14B+ long-term services portfolio across the Middle East & Africa.
- Lead a team of Risk Managers responsible for long-term contracts generating \$800M+ in profit over a three-year span.
- Delivered double-digit profit growth for Gas Power Services four consecutive years.
- Design and program-manage global and regional initiatives to protect margin and unlock profit, aligning nine functions from Engineering to Sales — cross-functional leadership at enterprise scale.
- Oversee policy-compliant quarterly revenue recognition (percentage-of-completion) across the portfolio with Finance and Operations.

GE Power — Gas Power Services, Dubai

Nov 2012 – Apr 2016

Risk & Modeling Analyst

- Built financial and risk models for gas turbine long-term maintenance contracts worth over \$10B, primarily with utility customers.
- Performed the annual financial audit of each contract for operational and risk assessment and accurate revenue recognition.

- Supported Commercial and Operations on new deals and renegotiations with what-if analysis across operating and contractual scenarios; recommended partnership strategies for key customers.

Palestine Power Generating Co., Amman

Mar 2012 – Nov 2012

Financial & Commercial Coordinator

- Prepared one-year and multi-year revolving cash flow budgets and feasibility model assumptions; authored the project progress report used in Board of Directors meetings.

EY, Amman

Sep 2010 – Sep 2012

Financial Analyst

- Market research, financial statement analysis, valuation, and business modeling, including an extended consulting engagement for a \$1.5B sovereign wealth fund.

EDUCATION

MSc Finance and Investment — University of Nottingham, UK

2012

BSc Finance (Honors) — University of New Haven, USA

Minor in Accounting and Sports Management