

# Rameez Kakodker

Product & fintech Leader transitioning into e-Invoicing & tax compliance tech. 13+ years building digital platforms across retail, loyalty, and AI. Now focused on VAT automation, e-Invoicing mandates, and compliance infrastructure across the GCC.

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## WORK EXPERIENCE

### **Esal (Part of IHC)/Oximus Holdings**

**Jul. 2025 – Present**

*Member of Staff*

*Dubai*

- Built VAT automation platform, transfer pricing automation, and customs tool to support future e-Invoicing integrations
- Advised CEO on cost-effective e-Invoicing implementation by developing a cost-effort-technical framework with selected system integrators
- Led direct sales across 250+ leads, achieving 10% conversion within 6 months – while supporting the sales team on technical sales requirements.
- Collaborated with client teams to architect target solutions and evaluate TCOs, reducing potential implementation costs by 10%
- Advised clients on e-Invoicing mandates, taxation, and compliance requirements, improving invoicing accuracy and reducing project costs

### **Digital Works**

**May 2023 – Jun 2025**

*Principal Product / AI / Loyalty Consultant*

*Dubai*

- Led product & AI implementation strategy for omnichannel growth, driving revenue and user engagement across online and in-store experiences.
- Coached and mentored a team of 3 Product Managers and developers, fostering product innovation, strong stakeholder relationships, and cross-functional collaboration.
- Collaborated with CXO teams to align product strategy with advanced data insights, leading to the successful delivery of targeted omnichannel growth initiatives (85% delivery) and two high-engagement retail loyalty programs.

### **Majid Al Futtaim**

**Nov 2020 – Apr 2023**

*Lead Product Manager – Data*

*Dubai*

- Materialised the advanced analytics vision through inter-business partnerships and built the data products team to solve on-ground process/data/tech problems.
- Led the formulation of the CVM strategy — including executive buy-ins, strategy presentations, and solution design.
- Led the change management initiative for the paradigm shift for GenAI in business processes.
- Worked with data scientists and engineers to build, integrate and deploy production-ready models that reduced costs by 50% and improved conversions by 34%.

## **AlFuttaim Group**

**Oct 2017 – Oct 2020**

*Sr Product Manager – Loyalty & Innovation*

*Dubai*

- New e-commerce platform on SFCC (Checkout & Payments ownership). Brands launched: Marks & Spencer, ACE, Toys R Us, Kiabi (France, Sweden, HongKong, Singapore, KSA, Bahrain, Qatar).
- Endless aisle for Kiabi (in-store browsing and ordering application).
- Kiabi and Robinsons loyalty programs.
- POC for Scan & Go for ACE (with Microsoft).
- Increased conversion rate by 44% on Kiabi by optimising the checkout journey.
- Increased conversion rate by 20% on the Plugins website by implementing a price scraping tool that integrated competitor pricing into the ERP.
- Reduced online payment fraud by 45% through enhanced security systems and gateway integration.
- Drove 45% CAGR in revenue over 3 years through platform optimisations and new feature launches.

## **Landmark Group**

**Aug 2014 – Sept 2017**

*Product Manager – Loyalty*

*Dubai*

- Increased website engagement (DAU/MAU) by 155% using information theory and JTBD principles.
- Increased store registration to web/app logins ratio from 10% to 50%.
- Increased app engagement (DAU/MAU) by 55%.
- Saved over \$2M in enrollment costs and reduced enrollment time from 14 days to immediate through instant member enrollment.
- Reduced digital infrastructure costs by 50% by implementing a Node.js stack.
- Launched re-skinned loyalty app (improved UX, navigation, and version control) and in-store app for direct customer engagement.

## **Creyate**

**Dec 2013 – Jun 2014**

*Product Manager*

*Bangalore, India*

- **Key launch:** Launched a Made-to-Measure clothing e-commerce website enabling full customisation (patterns, fabrics, styles, measurements).

## **Lenskart.com**

**Apr 2012 – Dec 2013**

*Product Manager*

*Delhi, India*

- **Key win:** AOV: 57% increase; Conversion Rate: 237% increase (from 0.8% to 2.7%); Cart Abandonment Rate: 67% reduction.

## **RT Camp**

**Aug 2011 – Mar 2012**

*Project Manager*

*India*

*Pune,*

- Increased average project value by 100% by transforming the approach to new sales leads. And more...

## EDUCATION

**Quantic School of Business**  
*Executive MBA*

*Online*

**Feb 2026**

**Birla Institute of Technology**  
*Bachelor of Engineering (ECE)*

*Mesra, India*

**2007-2011**

## OTHERS

- Top Writer on Medium (UX & Product Management) — 2022 and 2023 (100+ articles, avg. 20k reads).
- Advising 3 startups across e-commerce, fresh groceries, and Building Management Systems (IoT).
- Agile Product Owner (Project Management Institute)
- Change Management (NASBA)
- Data Science Mastery (Udemy)
- Braze Certified Practitioner