

MUSAYIB LUQMAN S H

SENIOR DIGITAL PRODUCT, COMMERCIAL ANALYTICS & TRANSFORMATION LEADER
Revenue Management | Pricing Intelligence | Commercial Analytics | AI & Enterprise Data Platforms
Location: Dubai, UAE | Availability: Immediate | Visa: Transferable
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Professional Summary

Senior Digital Product and Commercial Transformation Leader with 14+ years of experience delivering **revenue management, pricing intelligence, commercial analytics, AI-enabled automation, and enterprise data platforms** across global energy organizations including **ExxonMobil**.

Proven track record leading enterprise product portfolios supporting **1,200+ business users** across **29+ countries** spanning North America (US, Canada, Mexico), EAME (16 countries), and Asia Pacific (10 countries).

Recognized for defining product strategies, influencing commercial operating models, establishing governance frameworks, and delivering transformation roadmaps that improve profitability, pricing effectiveness, operational efficiency, and executive decision-making across global energy organizations.

Selected Impact

- Improved pricing decision effectiveness by **40%** through ML-driven Price Volume Optimization capabilities.
 - Increased downstream profitability by **15%** through pricing intelligence and commercial analytics solutions.
 - Delivered **\$4.7M** annual savings through AI-powered OCR/LLM automation platform.
 - Achieved **98.9%** data accuracy across enterprise pricing and revenue management ecosystems.
 - Generated **\$500K+** annual value per business unit through pipeline integrity digitalization.
 - Delivered **\$1.8M+** cost savings through engineering platform optimization initiatives.
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Core Expertise

Product Portfolio Management • Product Strategy • Strategic Roadmaps • Revenue Management • Pricing Intelligence • Commercial Analytics • Market Intelligence • Benchmark Pricing (Argus, Platts, MOPS)

Margin Optimization • Cost-to-Serve Analytics • Business Capability Transformation • Data Governance • Enterprise Analytics • AI & Data Products • Stakeholder Leadership • Agile Delivery (SAFe) • Digital Transformation

Professional Experience

INDEPENDENT CONSULTANT

Senior Product Consultant – Data, AI & Analytics

Dubai, UAE | Aug 2025 – Present

Advising energy and consulting organizations on **pricing intelligence, revenue analytics, AI-enabled decision platforms, product strategy, and enterprise data transformation** initiatives.

- Provide strategic advisory support on product roadmaps, analytics operating models, AI adoption, and digital transformation programs.
 - Translate commercial analytics, pricing intelligence, and enterprise data requirements into scalable business capabilities and product solutions.
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EXXONMOBIL

DIGITAL PRODUCT OWNER – Revenue Management & Commercial Analytics

Bangalore, India | May 2023 – July 2025

Directed product strategy, portfolio roadmaps, and value realization initiatives for a suite of **pricing, revenue management, commercial analytics, and decision-support products** supporting **1,200+ business users across 29+ countries** spanning North America, EAME, and Asia Pacific markets.

- Led a portfolio of **pricing, revenue management, commercial analytics, and retail decision-support** products supporting global downstream fuels operations and enterprise commercial capabilities.

- Defined strategic product roadmaps and investment priorities aligned with commercial objectives, business capabilities, and long-term digital transformation goals.
- Influenced **commercial decision-making frameworks** through integration of pricing intelligence, market intelligence, revenue management analytics, and decision-support capabilities.
- Led transformation of pricing and commercial analytics capabilities from fragmented reporting processes to integrated, data-driven decision platforms increasing downstream profitability by **15%**.
- Delivered ML-driven Price Volume Optimization platform integrating elasticity models, competitor intelligence, and market signals improving **pricing decision effectiveness by 40%**.
- Integrated Argus, Platts, MOPS, forward curves, contract uplift methodologies, competitor pricing intelligence, and cost-to-serve economics into commercial pricing workflows.
- Established governance processes for pricing data quality, analytics adoption, and product prioritization, improving enterprise data accuracy to **98.9%**.
- Delivered AI-powered OCR/LLM automation platform generating **\$4.7M** annual savings.
- Influenced product investment decisions, capability priorities, and commercial analytics adoption by partnering with Revenue Management Leadership, Commercial Managers, Pricing Advisors, Analytics Leaders, Data Scientists, and Engineering stakeholders globally.

BUSINESS INTELLIGENCE ANALYST | Nov 2021 – May 2023

- Delivered pricing and commercial analytics capabilities contributing to 15% downstream profitability improvement.
- Modernized enterprise pricing analytics ecosystem using SAP HANA and Tableau, reducing manual effort by 75%.
- Enhanced market intelligence, competitor benchmarking, executive reporting, and commercial performance analytics capabilities supporting EAME markets.
- Supported strategic pricing, margin optimization, and commercial performance initiatives through advanced analytics and business intelligence solutions.

APPLICATION ANALYST (UPSTREAM – PRODUCT & PLATFORM LEAD) | Jan 2019 – Nov 2021

- Product Owner for Pipeline Integrity Dashboard across five business units, improving monitoring efficiency by 40% and generating \$500K+ annual value per business unit.
- Led digital transformation initiatives supporting integrity management, engineering optimization, and operational performance programs.
- Optimized Aspen Suite, PIPESIM, OLGA, and OrcaFlex platforms delivering \$1.8M+ cost savings through platform rationalization and utilization improvements.
- Managed stakeholder engagement, roadmap planning, backlog prioritization, release governance, and adoption initiatives supporting engineering excellence objectives.

WIPRO TECHNOLOGIES

SENIOR PROJECT ENGINEER – Energy Digital & Enterprise Platforms

Bangalore, India | Aug 2011 – Nov 2018

- Delivered enterprise digital solutions supporting Shell, BP, NCOC, and Lloyds Banking Group across upstream, downstream, analytics, engineering, and operational domains.
- Supported wells, reservoir, subsurface, field management, reporting, and business-critical operational platforms.
- Delivered automation, reporting, and data integration solutions improving operational efficiency and application reliability.
- Collaborated with business stakeholders, SMEs, vendors, and technical teams to deliver enterprise-scale enhancements and continuous improvement initiatives.

Technical Skills

Azure • Azure DevOps • SAP HANA • SQL • Power BI • Tableau • Enterprise Data Platforms • Data Governance • AI/ML

Education & Certifications

MS – Software Engineering | BITS Pilani | 2011–2015

SAFe® 6.0 Product Owner/Product Manager | Scaled Agile Inc. | Oct 2023 - Oct 2025
