

Hani Al Rifai Resume

Address: 2437 Calibogus Drive, Leander, Texas, 78641, USA
Citizenship: British

Mobile: (+1) 737 291 9998 | **Email:** alrifai.hani@gmail.com
Residency: Permanent US resident (green card holder)

Highlights

- Built and led high-performing TPM organizations from the ground up, embedding best-in-class delivery practices, coaching TPM talent, and scaling execution frameworks across multiple strategic domains.
- Directed enterprise-wide technical programs with complex stakeholder ecosystems, delivering secure, scalable cloud-native platforms (AWS) to support AI/ML, associate experience, and customer-facing solutions.
- Led multimillion-dollar initiatives from strategy to execution, aligning cross-functional teams around OKRs and business outcomes while proactively removing blockers and mitigating delivery risks.
- Collaborated with senior executives across product, engineering, design, compliance, and HR to prioritize roadmaps, shape technical direction, and ensure execution of business-critical programs.
- Delivered high-availability, data-intensive systems in highly regulated environments, balancing innovation with compliance, security, and operational resilience.
- Championed the adoption of agile and lean methodologies across technology organizations, improving velocity, visibility, and team alignment through streamlined governance and metrics-driven planning.
- Owned and drove associate-facing platform and mobile product delivery, improving internal tools and workflows that enhanced employee productivity and engagement.
- Simplified complex technical problems into strategic decisions, providing leadership with data-driven insights and recommendations that guided architecture and investment priorities.
- Developed and implemented TPM operating models, delivery cadences, and tooling (e.g., Jira, Confluence, dashboards), creating repeatable success patterns across programs and business units.
- Fostered a culture of collaboration, psychological safety, and accountability, building resilient teams that deliver with empathy, urgency, and a clear focus on impact.

Professional Experience

AMAZON WEB SERVICES

Austin, Texas, USA

Senior / Acting Principal Technical Program Manager, Automotive Industry Products

July 2022 - Present

- Delivered AWS' first software from concept to mass production with Dongfeng Motors. Achieved launch in 23 months and with 99.999999% quality.
- Leveraged my automotive knowledge and partner/customer management experience to manage relationships with pipeline clients, securing production workload contracts with BMW, Dongfeng Motors, Honda, BlackBerry QNX, Mitsubishi Motors.
- Proactively took responsibility for acting Principal Technical program Manager for the department throughout the whole duration of being in the role, developing and implementing strategic technical program plans, aligning with organizational goals and cross-functional collaboration.
- Oversaw complex technology and program execution, managing resources, budgets, and timelines while mitigating risks and addressing roadblocks.
- Fostered strong relationships with stakeholders, clients, and cross-functional teams, providing direction and defining decision-making procedures for beneficial outcomes.
- Guided the selection and implementation of appropriate technologies, platforms and software tools leveraging advanced technical fluency.
- Championed continuous improvement by identifying process optimization opportunities, incorporating best practices, and staying abreast of emerging GenAI technologies.
- Provided mentorship, support and guidance to six Senior TPMs.
- Led WBR, MBR, QBR, OP, 3YP and program review mechanisms for own team and department.
- Managed steering committees across AWS and customer senior leadership teams, updating co-development status, raising risks, escalating decisions and help required.
- Drove the scrum ceremonies and day-to-day execution. Trained developer teams on all necessary topics within the software development lifecycle to become high-performing teams.

AMAZON

Luxembourg City, Luxembourg

Senior Program Manager / Acting Senior Manager, Last Mile Logistics – Driver Advocacy Team

July 2020 – July 2022

- Delivered an all-time Amazon record of reducing Delivery Associate (DA) attrition by 37% over 24 months. I did this by developing and driving a roadmap prioritizing a combination of tactical and strategic projects that address top DA pain points. I developed partnerships with both internal and external stakeholders, including Delivery Service Partners, to agree accountability in the right areas within the roadmap. This helped save \$704M in costs associated with recruiting and training new DAs.
- Developed the product vision and implemented the execution of In-App Questions (IAQ), which gained insight into the DA experience and root causes for attrition. I leveraged the power of IAQ data insights to predict risks for attrition, targeting delivery of projects and tactical actions to manage attrition and improve IAQ scores (increasing 15% YoY on average).
- People management responsibility for three direct reports, unlocking higher performance and promoting all three team members within the 24-month timeframe.
- Proactively took responsibility for acting Senior Manager of the team, over 9 months, providing direction and support for three L6 people managers, in addition to my three direct reports.
- Provided training on DA engagement best practices to Operations new hires across Last Mile Logistics. Developed trainers through 'train the trainer' programs.
- Collaborated with Delivery Service Partners (DSPs) across the European network, to maintain a high DA experience bar for Amazon's ~100,000-strong DA pool.
- Led WBR, MBR, QBR, OP, 3YP and program review mechanisms for own team and department.

JAGUAR LAND ROVER

Gaydon, United Kingdom

Strategy and Delivery Manager, Global Programs & Operations Management

April 2018 – July 2020

- Led the delivery of a streamlined, connected end-to-end product lifecycle management tool and associated app that integrated engineering, purchasing, and supply chain processes. This reduced warranty costs for the Defender model by 81%.
- Led the end-to-end implementation of the new app through agile and scrum framework. Drove the software development lifecycle to improve the performance, scalability and operational excellence of the app.
- Delivered business transformation through embedding continuous improvement actions across cross-functional business units. This drove a right-first-time improvement from 17% to 98% for a part arriving on-time to the manufacturing line for the Defender model.
- Transformed the end-to-end business process for purchase order (PO) creation, reducing average PO lead time from 94 to 23 days.
- Recognized by my leadership for having the potential to advance my career to a senior manager and hence sent on the 'Great Line Manager' leadership training, which I completed in 2018.
- People management responsibility for eight direct reports, unlocking performance and promoting two team members within a 26-month timeframe.
- Proactively took responsibility for acting Senior Manager of the team, over a 6-month duration, providing direction and support for 2 LL6 people managers, and their 13 individual contributors.
- Authored and presented papers for the Board of Directors to recommend implementation of business process improvements across cross-functional business units, reducing waste and improving right first-time (RFT) metrics.

Project Planner & Project Manager, Program Management Office

May 2013 – April 2018

- Delivered Jaguar's first SUV ('F-Pace) from concept to mass production. Also delivered an accelerated mid-cycle refresh for 5 models, which included a Powertrain upgrade for emissions compliance.
- Led the delivery of both new vehicle programs (combined cost £1.25BN) on-time and to budget.
- Awarded the 2016 World Car of The Year Award for the successful delivery of the F-Pace through a CEO-hosted ceremony.
- Recognized as top talent by the PMO leadership and sponsored to complete my Project Management Qualification (PMQ). Successfully gained the PMQ qualification from The Association for Project Management (APM) in 2017.
- Authored and presented papers for the Board of Directors to update program status and secure continued investment for vehicle programs throughout the product development lifecycle.

- Led the product definition of each new carline, developing a 'product definition letter' which was the key technical documentation articulating the new key components across all major systems (Body, Chassis, Electrical, Powertrain, Software) for all new carlines.
- Led the change management process, driving timelines, managing costs, and quality of parts into production builds with all of JLR's suppliers. Provided management sign-off on all design changes and support plans from suppliers.

Graduate Development Program & Project Engineer, Advanced Research Technology

September 2010 – May 2013

- Delivered an industry-first switchable water pump in partnership with Ford and Bosch, in 31 months and with 0 defects in production. This technology was integrated into all diesel engine variants, across all product lines and returned a 6% fuel economy improvement.
- Developed a long-term partnership with my Legal Counsel to follow through with my intellectual property efforts around the switchable water pump control system. Completed the successful documentation and processes to gain the UK Patent Award. Patent title: "Method of determining the temperature of a cylinder head." Granted by the UK IP Office in 2017, patent reference GB2526792B.
- Rotated business units as part of the graduate development program, to gain business acumen, form partnerships, and build the foundation of my leadership career. Assignments completed in: Product development (various Engineering units), Purchasing, Finance, Logistics, Program Management, Fleet Operations, Manufacturing, Quality and Warranty, Prototype Vehicle Operations, Corporate Strategy and Planning, Program Management, Marketing, Sales, Service.
- Authored and presented papers for the Board of Directors to seek continued investment of new technologies into mass production.
- Managed research collaborations with universities, consultancies, suppliers (Bosch, ZF) and OEM partners (Ford, Volvo, Aston Martin, BMW).

Education

THE UNIVERSITY OF BIRMINGHAM

Birmingham, United Kingdom

- Major: Master's in Mechanical and Automotive Engineering.
- Grade: First Class Honors or equivalent GPA 4.0.
- Minors: Project management and business management.
- Thesis: Assessment an alternative biofuel for the automotive industry (2,5-Dimethylfuran).

September 2006 – July 2010

Lower-level education history can be provided upon request.

Personal Interests

- **Soccer.** I launch new soccer clubs for both recreational and competitive play. I am the founder and president of Texas FC, Amazon Soccer Club, and Bar W Ranch Soccer Club. I promote various levels of ability (or disability), all ages, gender and physical appearance. Having played professionally in the past and experienced bias in the sport, I made a personal commitment to launch new soccer clubs which give everyone the chance to take part in the sport and provide coaching opportunities to individuals who have the aspiration to play at a higher level.
- **Cars.** I work in the automotive industry because I love cars.
- **Leadership:** I have a passion for continuously building my leadership skills through reading and training courses.
- **Podcasts:** I like to keep up to date with business, automotive and news podcasts.