Muhannad Alshehri

Senior Digital Transformation Specialist | AI Engineer (Arabic LLMs & RAG)

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Overview

AI engineer who builds production LLM systems on Arabic data, with 5 years in government and telecom. At the General Authority for Awqaf I built structured extraction over **7,000+ endowment deeds**, LLM classification of **10,000+ survey responses** with benchmarked PII masking, and Arabic RAG over regulations, all on self-hosted models. Outside work I ship my own Arabic AI products, Raqib and Aqari, from the crawlers to the servers they run on.

Experience

General Authority for Awqaf — Riyadh, Saudi Arabia
Senior Digital Transformation Specialist — Jun 2024 – Present

- **Built structured extraction** with local LLMs (Qwen, Gemma via Ollama) that pulls conditions, beneficiaries and trustees from **7,000+ Arabic endowment deeds**.
- **Built LLM pipelines** that turn **10,000+ survey responses** and **87,000 requests** into **customer CSAT and sentiment**: complaint drivers, satisfaction trends and SAP C4C tickets opened automatically, with local PII masking benchmarked on labelled data.
- **Built Arabic RAG** over policies and regulations (Marker OCR, section-aware chunking, FastAPI, Open WebUI) with bilingual citations.
- **Delivered e-services** and internal portal integrations with **9 government data sources**, cutting **development time by 80%** with AI coding agents.
- **Published 12 Awqaf services** on the **Tawakkalna super app**.
- **Replaced WebMethods** with an open-source integration layer (.NET, YARP) connecting MOJ, HRSD, Elm, SAP and K2, saving **SAR 1M a year**.
- **Built 15+ Power BI dashboards** and the SQL reporting behind **Awqaf's yearly KPIs**.

Mobily — Riyadh, Saudi Arabia
Digital Product Specialist — Mar 2023 – Jun 2024

- **Ran the Celebrus CDP**, collecting customer behaviour data from the Mobily app and website, and built journeys on it: **reminders to finish abandoned purchases** and **alerts when customers hit errors** mid-journey.
- **Managed the Sprinklr CXM platform** across **8 customer channels** for Mobily and Mobily Pay.
- **Enhanced the Cognigy.AI chatbot** for customer self-service; Mobily won **Multi-Agent Champion at the Cognigy Awards 2024** (International, Germany).
- **Built Algolia search** in React.

Mobily — Riyadh, Saudi Arabia
Elite Specialist (Rotational Program) — Oct 2021 – Mar 2023
14-month rotation across 7 departments, including IT Digital, Data Hub and Cybersecurity.

Personal Projects

Raqib (راقب): Saudi price intelligence · rqb.app ↗
Matches **230k+ products** across **100+ Saudi retailers** using barcodes and local LLM judges, gated by a hand-labelled test set, with daily automated QA against live prices. Crawler nodes on my own servers feed a Cloudflare serverless backend.

Aqari (عقاري): WhatsApp property search for Riyadh · aqari.stream ↗
WhatsApp property search in everyday Arabic: semantic search with local bge-m3 embeddings over **115k listings** from **111 sources**, plus cross-source deduplication, map search and drive times.

Self-Hosted Home Lab — Ongoing
Kubernetes cluster (**28 containers**) that hosts my crawlers and local LLM inference.

Technical Skills

LLM & AI
Advanced
LLMs (Qwen, Gemma), Ollama, Claude API, Claude Code, RAG, Embeddings (bge-m3), Structured Extraction (Pydantic), Arabic NLP, LLM Evaluation, OCR (Marker)

Engineering
Advanced
Python, TypeScript, .NET, FastAPI, React, Next.js, Angular, YARP, API Integration

Data & Search
Advanced
SQL Server, Power BI, Elasticsearch, Meilisearch, Vector Search, Web Crawling

Infrastructure
Advanced
Docker, Kubernetes, Linux, Cloudflare Workers, Self-hosted LLM Inference

Education

King Abdulaziz University — Bachelor's Degree • 4.5/5.0
Information Technology, Software Engineering — Jeddah, Saudi Arabia • Sep 2016 – Apr 2021
2x Certificate of Excellence (2021)

Certifications

AI & Big Data, Digital Transformation, Business Innovation Programs
Huawei

Software Engineering & Quality — Aug 2021
Ministry of Communications and IT

STEP Certification (Score: 88) — Jun 2021
National Center for Assessment

ITIL 4 Foundation — Aug 2024
PeopleCert / Axelos

Profiles

LinkedIn
MohanadBinHatem