

SALEM J. ABABNEH

Business Transformation Leader, Backed by AI

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ABOUT

Business transformation leader, backed by AI. Leads senior consulting engagements at PwC across operating-model transformation, institutional excellence, and national public-sector modernization programs, using AI to reshape how government and banking teams work day-to-day. Previously spent 8 years at Jordan Ahli Bank's Innovation Group co-building Qawn, the bank's in-house NeoBank on Thought Machine's Vault cloud-native core. Hands-on with high-grade AI agents development and GenAI, RPA at scale, BPMN process reengineering, and end-to-end digital banking journeys. Trusted advisor to Ministers, Deputy Ministers, and bank executives across Jordan, KSA, and UAE.

CAREER HIGHLIGHTS

- Spearheaded a 4-year, \$200M+ national public-sector modernization roadmap covering 111 projects across 20 government entities
- Co-built Qawn, Jordan Ahli Bank's in-house NeoBank on Thought Machine's Vault cloud-native core, anchoring an 8-year automation programme that delivered 86+ RPAs and a 300+ process service-tracking platform
- Directed multi-office, multi-national teams across Jordan, KSA, and UAE for 11+ consecutive months
- Shipped production AI: an NLP-driven banking customer-support chatbot and a first-of-its-kind AI use-case map across the full government value chain
- Appointed to two nationwide ministerial AI committees with weekly executive engagement

EXPERIENCE

PwC

Amman, Jordan

Consulting Manager, Government and Public Sector, Strategy & Transformation

Oct 2023 – Present

- Delivered 20+ policy and procedure manuals for a KSA institutional excellence engagement, accelerated by RPA-driven content generation later adopted across two additional engagements as a firm-wide reusable asset (KSA, Oct 2023 – Mar 2024)
- Designed the Delegation of Authority matrix for a Jordanian government ministry, applying digital tools to cut decision-routing time and remove manual rework (Jordan, 2024)
- Led the service catalogue and improvement track for a KSA foreign affairs engagement, delivering 250+ service cards and an end-to-end service definition framework, and pitched the "virtual embassies" concept that secured stakeholder buy-in beyond original scope (KSA, 2024)
- Led an 11-month KSA institutional excellence program with a multi-office team, delivering policy manuals, process manuals, and service catalogues; introduced engagement-level RPA automation and ran a 3-day training workshop for 40 client staff (KSA, 2024–2025)
- Led a national public-sector modernization program for a center of government, directing a multi-office, multi-national team to build a 4-year, \$200M+ roadmap covering 111 projects across 20 government entities; project-card generation accelerated via RPA (Jordan, 2025–Present)
- Mapped AI use-cases across the full government value chain (a first-of-its-kind exercise), shaping the AI agenda across 20 entities and informing prioritization on the modernization roadmap
- Appointed to two nationwide ministerial AI committees with weekly executive engagement; advised on AI strategy and prioritization at the national level

Jordan Ahli Bank, Innovation Group

Amman, Jordan

Strategy & Process Manager

Aug 2016 – Sep 2023

- Co-built Qawn, Jordan Ahli Bank's in-house NeoBank, end-to-end on Thought Machine's Vault cloud-native core: ledger configuration, the Account Opening journey, CRM (HubSpot) and contact-center (Twilio) API integration to core, RPA and Power Platform process automation, and SLA dashboards on Camunda and Power BI
- Delivered 86+ RPA and Power Automate process automations across the bank's retail, operations, and back-office functions, eliminating manual rework at scale
- Architected the bank-wide Service Request Tracking System on Microsoft Power Platform covering 300+ banking processes, with executive performance and SLA monitoring dashboards on Power BI and Camunda

- Pioneered BPMN 2.0 process reengineering and process mining at the bank, surfacing bottlenecks across lending, onboarding, and card issuance
- Led end-to-end automation of the retail Account Opening journey for Qawn (digital onboarding, eKYC identity verification, and account activation)
- Designed and deployed an NLP-driven internal customer-support chatbot (intent classification, entity extraction, retrieval over operational banking data) integrated to core-banking APIs, automating L1 service inquiries previously routed through email and the contact-center
- Built and aligned the bank's innovation strategy with business-unit roadmaps; mentored junior analysts on data analysis, BPMN modelling, and project delivery

Jordan Ahli Bank, Innovation Group
Innovation Officer

Amman, Jordan
Aug 2015 – Jul 2016

- Joined the Innovation Group at Jordan Ahli Bank as part of the founding team for Qawn, the bank's in-house NeoBank initiative on Thought Machine's Vault cloud-native core
- Contributed to early operating model, process automation, and customer-experience design for the NeoBank, prototyping process automations ahead of bank-wide rollout
- Initiated the bank's first RPA proof-of-concepts and process-reengineering frameworks, laying the groundwork for the 86+ automations later delivered across the bank

EDUCATION

Bachelor's in Accounting, University of Jordan *Amman, Jordan · 2011–2015*

CERTIFICATIONS

Project Management Professional (PMP), PMI	<i>Apr 2026</i>
Professional in Business Analysis (PMI-PBA), PMI	<i>May 2025</i>
GenAI Booster: LLM Advanced Implementations, Kubicle	<i>Mar 2024</i>
Data Booster: Power BI Advanced Analytics, Kubicle	<i>Dec 2023</i>
Vault Fundamentals, Thought Machine	<i>Apr 2023</i>
Data Science (R, Visualization, Modeling), HarvardX	<i>Jun 2020</i>
Practical Deep Learning, German Jordanian University	<i>Jan 2020</i>
AI Bootcamp, Zaka AI	<i>Nov 2019</i>
RPA Business Analyst Diploma, UiPath Academy	<i>Sep 2019</i>
Bank Credit Program (Credit Officer), Institute of Banking Studies	<i>Feb–May 2016</i>

SKILLS

- Operating Model Design, Institutional Excellence, and Government Transformation
- National Roadmap Development and Public-Sector Modernization
- Service Design and Service Catalogue Development
- AI Agent Development and Agentic AI Implementation
- NLP, GenAI, and LLM Implementation (OpenAI, Anthropic Claude, Gemini); Production Chatbots
- AI-Driven Transformation of Ways of Working
- Cloud-Native Core Banking (Thought Machine Vault) and NeoBank Operations
- Banking Process Automation (Account Opening, Service Tracking, SLA Monitoring)
- Process Reengineering and Process Mining (BPMN 2.0, ARIS, Microsoft Visio, Camunda)
- RPA at Scale (UiPath, Power Automate) and Microsoft Power Platform
- CRM (HubSpot) and Contact Center Solutions (Twilio)
- Data Analysis and Visualization (Power BI, Excel, Python)
- Senior-Client Advisory, Stakeholder Management, and Proposal Development

LANGUAGES

Arabic (Native) · English (Fluent)