

Tarek Adra

Senior Engineering Program Manager | AI-enabled delivery

Lebanese · SEI Robotics · Shenzhen, China (on-site)
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Languages: Arabic · English · French · Chinese (HSK 2)

PROFILE

Engineering program manager at SEI Robotics. I coordinate delivery across hardware, firmware, web, and e-commerce, work with international key accounts, and use Cursor, n8n, and AI agents to automate follow-ups and handoffs. Previously led software teams at OcuMap and Tripnologies (PHP / full-stack).

EXPERIENCE

Senior Engineering Program Manager

Jul 2023 – Present

SEI Robotics — International smart-home solutions · Shenzhen, China

- Lead engineering programs spanning firmware, Android TV, web, and product launches — Jira, stakeholders, testing, and release follow-through.
- Own key-account and B2B relationships: customer communication, order follow-up, and program oversight (including Deutsche Telekom client delivery: meetings, Jira, issue testing).
- Planned and tracked the FreeBox Android 9 to 14 upgrade with recurring engineering reviews.
- Deliver web and e-commerce programs: Emerson, IAI SMART, Oasis, HOMA/Homatics storefronts, CES product pages, SEO, and HubSpot / email campaigns.
- Run logistics and support operations (shipments, customer email, escalation) with AI-assisted delivery (n8n, Cursor, agents).
- Built a Yanwen logistics agent that reads follow-up emails, notifies the customer when a parcel needs action, and alerts an employee when human care is required.

Senior Software Engineer, Team Lead

Dec 2020 – Jun 2023

OcuMap · Lebanon · Remote

- Led software delivery for mapping-focused product work, from implementation through release.
- Coordinated engineers and stakeholders while keeping technical quality.

Senior Software Engineer, Team Lead

Jul 2016 – Nov 2020

Tripnologies Inc · Lebanon

- Took projects from concept to delivery: requirements, build, and client handoff.
- Led development across web and mobile products.

Senior PHP Developer / Team Lead

Sep 2014 – Jul 2016

Tripnologies Inc · Lebanon

- Built and led PHP-backed products; grew into team leadership on client work.

EDUCATION

Conservatoire national des arts et métiers (Cnam), France

SELECTED WORK

Setme.com · Estghfar.com · AnyQuizi.com · Masba7a.com · Dou3a.com · Google Play (Tarek Adra)

SKILLS

Engineering program management · Key accounts / B2B · Jira · Support & logistics · HubSpot / EDM · SEO · Cursor · n8n · AI agents · PHP (Laravel, Yii2, CodeIgniter) · JavaScript / React · Android / Java · AWS · UX · Git