

Alaa Serhal

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EMPLOYMENT HISTORY

Senior Product Manager, Murex | Jul 2020 — Present | Beirut, Lebanon

- Launched and scaled web-based MXtest, transforming a standalone Java tool into a cloud-ready platform widely adopted across internal and client teams.
- Partnered with engineering, UI/UX, and cross-department stakeholders to optimize adoption, performance, and usability, enabling automated testing in MXevolve's Continuous Integration managed service.
- Increased automated test coverage by 40% (covering 2,000+ critical test cases) and accelerated feature onboarding by 30%, reducing preproduction delays and improving SLA compliance.
- Re-architected release processes and modularized test blocks to enable faster, more reliable releases while reducing operational overhead and backport requests.
- Led platform-level improvements and resolved performance bottlenecks, ensuring MXtest scales efficiently across diverse client infrastructures while delivering lasting impact.

Software Engineer, BMW | Feb 2019 — Aug 2019 | Munich, Germany

- Partnered with stakeholders from three BMW plants to understand operational pain points and requirements, reducing UI change requests by 30%.
- Led the user interface redesign across four deployed robots, improving responsiveness and engagement by 63%, resulting in faster task execution and a 25% increase in operator throughput.
- Launched the Logistics Robotics Web Application for real-time monitoring and control, standardizing operations and boosting cross-plant productivity.
- Built a performance analysis framework, reducing troubleshooting time by 40% and enabling scalable maintenance.

EDUCATION

Lebanese American University | Sep 2015 — Jun 2020 | Beirut, Lebanon

BE in Computer Engineering

- Awards: Dean's Distinction List

SKILLS

- Product Management & Strategy:** Platform & scalable product management - Road mapping & prioritization - KPI tracking - Agile execution - Strategic planning & go-to-market - Stakeholder collaboration & cross-functional alignment - User research - UX integration - Market research - A/B testing
- Technical Expertise:** Software development lifecycle (SDLC) - Application lifecycle management - Cloud & SaaS platforms - API design & platform integrations - Software testing & automation
- Programming Languages & Technical Tools:** Python – Java – SQL – Git – Jira – Confluence – Power BI – Microsoft Office – Business process & workflow tools (Pega, PeopleSoft)
- Soft Skills:** Cross-functional collaboration - Strategic problem solving - Product storytelling & executive communication - Mentoring & coaching - Business acumen - Stakeholder influence
- Languages:** English (Fluent) – Arabic (Native) – French (Basic)

CERTIFICATES

- Elements of AI for Business (University of Helsinki)
- Data Analyst Associate (Microsoft)
- SAFe Agilist (SAFe by Scaled Agile, Inc)
- Certified Tester (ISTQB)