Zahra Farimani
Senior Product Manager at PayPal

Product Manager with 5+ years of experience launching products, defining API-driven solutions, and working closely with engineering teams. Skilled in market research, product analytics, and scaling products across new markets. Data-driven problem solver with a strong focus on execution and collaboration

Experience:

Senior Product Manager (Contract) Zettle by PayPal, Stockholm
October 2024- Present
- Leading the integration of Zettle's in-store POS data into PayPal's ecosystem, enabling seamless reporting and insights for merchants.
- Driving the unification of reporting and analytics experiences between Zettle and PayPal to improve usability and retention.
- Managing complex stakeholder relationships across multiple teams, ensuring alignment on product strategy and execution.
- Defining product requirements and roadmaps for sales reporting and in-store data enhancements, improving insights for high-volume sellers.

Product Manager and accountable lead, Klarna, Stockholm
April 2022-July 2024
- Led the product development's direction of the Personal Finance Insights products with the goal of helping 20M monthly active users of the Klarna app be in control of their finances.
- Led a diverse team including engineers, analyst, and a product designer.
- Managed the entire product lifecycle, from ideation and development to launch and post-launch optimization, for Open Banking and Personal Finance products.
- Acted as workstream manager for the personal finance AI project from concept to development
- Introduced and launched 'Money Story', a feature that boosted app engagement by 32%.
- Utilized data analytics to drive decision-making, leading to improved product performance, user experience, and customer satisfaction.

Senior Product Analyst, Klarna, Stockholm
July 2019-April 2022
- Initiated and led global analytical projects across the company for Financial Steering, Card and Banking, and Consumer Growth departments
- Created the experimentation framework used by +300 analysts
- Developed and tracked KPIs and metrics for the groups. Created dashboards in Amplitude and Qliksense and reported on product performance and user behaviors to support data-driven decision-making
- Worked closely with product managers, designers, and engineers to set up A/B tests and contributed to product development decisions through actionable insights

Business Controller Intern, H&M, Helsinki/Stockholm
June 2018-August 2018
- As an analyst in the project management department, assessed which technology solutions and ideas save more employee time and bring the most value for customers and the company
- Reviewed , mapped, and evaluated 50+ high-level activities and processes in stores through creating a Power BI dashboard

Project Manager, Bamilo – Rocket Internet, Tehran
September 2016-July 2017
- Defined, planned, and executed strategic projects in Iran's biggest and fastest-growing online marketplace with more than 5 million active users
- Managed the "Vendor Incentive Plan" project with the goal to incentivize 3000 online sellers to sell more on Bamilo marketplace through analysing, incentivising, and educating sellers
- Increased employees' satisfaction score by 30% through re-defining hiring, onboarding and exit processes and developing E-NPS surveys for the HR department

Contact Details

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Education

Stockholm School of Economics (Handelshögskolan), Stockholm
M.Sc., International Business (Including CEMS)
2017-2019
- Recipient of Stockholm School of Economics' Scholarship
- Exchange student at WU (Vienna University of Economics and Business),Spring-2019, Vienna

Sharif University of Technology, Tehran
MBA, Master's in Business Administration
2013-2016
- Ranked 5th in nationwide MBA graduate admission exam
- Teachers' assistant for Entrepreneurship and Decision-making courses

Sharif University of Technology, Tehran
B.Sc., Industrial Engineering
2009-2013
- Placement in top 1 percent in nationwide undergraduate admission exam
- Awarded the cultural student of the year prize, 2012

Skills

Analytics:
- SQL, Qlik Sense, Power BI, Bitbucket, Jenkins for Airflow, AWS (Redshift, S3), Python(basic) , A/B testing
- Amplitude, Google Analytics, Google sheet

User research/Design:
- Figma, Axure, creating wireframes and prototypes
- User research and interview
- Campaign analysis and management

Others:
- Jira, Product Roadmap, Scrum
- Braze, Google Analytics

Languages

- English : Fluent
- Swedish :Intermediate
- Persian : Native

Hobbies

- Climbing, skiing, painting, swimming, cooking