

PARISA TAHERI

Product Manager

Professional Contact

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EXECUTIVE SUMMARY

Results-driven Product Manager with 6+ years of experience leading cross-functional teams to deliver innovative digital products. Proven track record of launching successful products that drive user engagement and revenue growth. Expert in Agile methodologies, user research, and data-driven decision making.

PROFESSIONAL EXPERIENCE

Senior Product Manager | TechGiant Corp | Tehran | 2020 - Present

Product Leadership & Strategy

- Lead product development for B2B SaaS platform serving 50K+ businesses
- Increased user retention by 45% through feature optimization and UX improvements
- Managed product roadmap and prioritized features based on customer feedback and business goals
- Collaborated with engineering, design, and marketing teams to deliver high-quality products

Key Achievements:

- Launched 3 major product features resulting in 25% revenue increase
- Reduced customer churn by 30% through improved onboarding experience
- Led market research initiatives that identified new product opportunities

Product Manager | StartupTech | Tehran | 2018 - 2020

Product Development & Growth

- Managed entire product lifecycle from conception to launch
- Conducted user interviews and usability testing to validate product concepts
- Analyzed product metrics and KPIs to drive continuous improvement
- Coordinated with stakeholders to align product vision with business objectives

EDUCATION

Master of Business Administration (MBA) | Tehran University | 2016-2018

- Concentration: Technology Management and Innovation
- Thesis: "Digital Transformation in Iranian Tech Industry"

Bachelor of Industrial Engineering | Sharif University of Technology | 2012-2016

- Focus: Systems Engineering and Operations Research

CORE COMPETENCIES

Product Management: Product Strategy, Roadmap Planning, Feature Prioritization

Analytics: Google Analytics, Mixpanel, A/B Testing, KPI Analysis

Methodologies: Agile, Scrum, Lean Startup, Design Thinking

Tools: JIRA, Confluence, Figma, Miro, SQL

Research: User Research, Market Analysis, Competitive Intelligence

CERTIFICATIONS & TRAINING

- Certified Scrum Product Owner (CSPO)
- Google Analytics Certified

- Product Management Certificate - Stanford University