

Feten Ben Mansour

Product Manager | MVP | GTM | Roadmap | SaaS | B2B2C | Leadership | Cross functional | OKR | Agile | PRD
(+49) 15773054701 | feten.bmansour@gmail.com | <https://www.linkedin.com/in/feten-benmansour> | Berlin, Germany

Professional summary

Data driven Product Manager with 5+ years experience and strong skills in strategic thinking and a User-Centric approach to end-to-end Product Management through an agile development process. .

Led 6 B2B or B2B2C Web and Mobile platform products and +60 product feature developments throughout career, including a B2B2C Infotainment Product at VW that integrates Spotify & apple music web apps into their fleet of cars and a MSA Grid mobile app used by +600 customers worldwide that efficiently manages multiple devices simultaneously in real time.

STRENGTHS

Leadership: Lead large cross-functional teams of 45+ engineers and 10+ UX/UI designers throughout career & collaborate with different stakeholders across marketing, sales, customer success, customer support, business, legal teams & clients

Inter-cultural Fluency: Worked with multicultural teams across Africa, the Middle East, Europe, Asia and the Americas

Flexibility: Worked in 6 time zones as PM (MSA Safety) & in different cities within Germany

EXPERIENCE

Co-Founder, Product Manager, 08/2020 - Present, Delv

Berlin, Germany

Delv is a startup in the pre-seed phase that offers a smart cross platform for the last mile delivery (web and mobile apps)

By 2030, it is projected to have 5.4 Billion parcels in Germany, 2.2 million km and 55 around the globe and >95% delivered by vans.

The current last mile delivery impacts >50% operating costs, >66% CO2 emission per parcel and > 80% on customer experience.

Currently collaborating with experts from ZGS (incubator) and in the process of executing phase 1 of GTM of finding early adopters.

Achievements

- Improved delivery efficiency (operational costs and delivery time) by 65%
- Increased Operational Visibility by 75%

Responsibilities

- Design **Go-to-Market strategy**, build business model, pricing model
- Create Personas and customers segmentations to small & medium third party delivery business
- **Drive Product Roadmap, design MVP**, and set milestones for the B2C logistics product
- Lead and **manage a cross-functional team** UX/UI designer and 3 engineers
- Run 50 user interviews and studied market trends to understand their needs and prioritize / write requirements (PRD)

Product Manager 06/2022 - 09/2023, MSA-Safety io

Berlin, Germany

*MSA-Safety is represented in more than 140 countries and more than 4,700 employees worldwide. Worked in the **MSA Connected Work platform gas detection** to enhance safety and solve customers' problems and pains: >2M Nonfatal workplace injuries, \$171B Lost in wage and productivity and to protect against human errors. MSA Delivered net sales of \$1.53 billion in 2022.*

*Led end-to-end a **MSA Grid mobile app** used by +600 customers, **B2B** Subscription model, **Cloud**-based software that provides real-time visibility across the worksites (including workers, workflows and equipments) and 5 product feature developments, including Real-time Data though full event monitoring and a management feature that increased awareness and safety by 70%.*

Achievements

- Increased **awareness and accountability** by 70%
- Achieved nearly **100% SOP accuracy**
- Reduced gas detection management **time by 85%** and operational **costs by 60%**

Responsibilities

- Led the **Go-to-Market strategy** for the China market
- Drove **Product Roadmap** of the MSA Mobile app product and set milestones
- **Designed MVP** in order to align with safety managers's need on the required alerts types
- Led and managed a cross-functional team UX/UI Designer, 7 Devs & 30 stakeholders
- Prepared OKRs, **defined KPI /product metrics** and communicated updates to the relevant teams

Product Consultant / Tech. Product Manager 02/2020 - 05/2022, Capgemini Engineering**Berlin, Germany***Capgemini Engineering is the world's leading provider of engineering and research and development services.*

Managed and launched the B2C software products of VW infotainment systems: FoD(Functions on demand) web app, Systems web apps, Apple Music & Spotify web apps and 47 product feature developments, including In-Car App Access (Browsing library, playlists, and songs without using a mobile device), integrated *into their fleet of automobiles*: Golf ,Tiguan,Arteon,Passat,T-Roc, & VW electric SUV & electric hatchback.

Achievements

- Increase customer satisfaction and engagement by 70%

Responsibilities

- Led and managed agile cross-functional teams (3 UX/UI designers, 18 devs, 3 QA engineers)
- Collaborated & managed 20 external and 40 internal stakeholders
- Managed the **product backlog, write epics, user stories, and prioritize / write requirements (PRD)**
- Managed **Product Roadmaps** and set milestones
- **Defined KPI /product metrics** and communicated the updates to the related teams

IT Consultant 05/2018 - 11/2019 IBM Global Business Services,**Munich, Germany****Software Engineer 01/2016 - 04/2018, IT-Systemhaus der Bundesagentur für Arbeit,****Nuremberg, Germany****EDUCATION**

ENSI (École Nationale des Sciences de l'Informatique),Tunis, Tunisia

Master's Computer Science Engineering with speciality artificial intelligence

ADDITIONAL Information

Certifications

PMP PMI, 07.2024

Product marketing certification from Product marketing alliance, 05.2024

Senior product management certification from Product school, 02.2023

SAFe Product Owner/Product Manager, 01.2022

Professional Agile Leadership, 05.2019

Professional Scrum Product Owner, 04.2019

Professional Scrum Master, 03.2019

Product Management Skills: Go to Market, Product strategy, Product discovery, Product delivery(execution), User research, Data Analysis, Lean, Impact mapping, OKRs, KPI tracking, Road map development, Risk management, Waterfall & Agile methodologies, Product culture, Team empowerment, Lead without authority, Empathy

Technical skills: SQL | Java | SW architecture | Mobile and web app | DevOps

Used Tools: Jira | Confluence | Miro | Pendo | Nave | figma | Notion | Asana | Trello

Languages Arabic: Native speaker | English: C1 | French: C2 | German: B1

Interests: Technology Trends, Meta health, Human design, Mountains lover and eternal wanderluster