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SUMMARY

Strategic SaaS Product Leader | AI-Driven Growth | 0 → 1 Execution

Senior Product Leader with 10+ years driving end-to-end product ownership and cross-functional collaboration across SaaS platforms serving 1M+ users. Proven track record launching and scaling products from 0-to-1, achieving \$10M+ ARR growth through strategic product initiatives and data-driven decision making. Led cross-functional teams of 20+ across product, engineering, and design while managing product portfolio prioritization and aligning product plans with executive stakeholders. Creator of scalable product management framework implemented across multiple organizations, demonstrating thought leadership and strategic vision essential for driving business results in competitive enterprise markets.

EXPERIENCE

Group Product Manager

Stukent - EdTech SaaS scale-up serving 1M+ students with AI-powered simulations

October 2019 - Present, Idaho Falls, Idaho

- Designed and implemented AI explainer and scoring algorithms, increasing user engagement by 140% and positioning Stukent as an Edtech innovator.
- Owned product strategy and execution for SaaS products serving 1M+ students, achieving 30% YoY revenue growth.
- Spearheaded Google Classroom API integration, expanding high school market reach by 80%.
- Directed the end-to-end launch of a data analytics dashboard, leveraging A/B testing to optimize user interface and streamline instructor workflows, providing actionable insights that drove measurable improvements in course and student administration efficiency.
- Led cross-functional team of 20+ members across product, engineering, and design, implementing S.C.A.L.E. framework that improved team productivity reduced project delays by over 50%.
- Established KPI-driven product health governance by spearheading Stukent's first cross-functional bug bash, reducing customer-reported issues by 40%, and embedding a data-informed culture of quality across Product and Engineering.
- Crafted and led execution of a 3-year strategic product vision, aligning cross-org objectives with executive OKRs, driving 30% YoY revenue growth, and enabling roadmap clarity across a portfolio serving 1M+ users.

Product Lead

Halfort LLC - Health-tech payments platform

July 2019 - September 2023, Woodbridge, Virginia

- Built and launched payment and reputation management SaaS platform, scaling to 90,000 MAUs and \$10M collections in Year 1.
- Increased patient payments by 150% through product strategy and UX optimization (100+ user interviews, +35 NPS).
- Integrated telehealth video capabilities, increasing customer engagement by 30%.

Lead Product Manager

AMS BridgeBlue - Global student recruitment and SaaS connecting 200+ universities

June 2015 - July 2019, Sydney, Australia

- Delivered cross-university student portal, increasing applications by 230% and achieving 90% student satisfaction.
 - Developed loyalty program for partner agents, driving 200% growth in applications and generating \$17M+ additional revenue.
 - Built and mentored international product team across 3 countries, implementing agile methodologies that increased delivery velocity by 40% and reduced time-to-market by 30%.
 - Spearheaded end-to-end redesign of the B2B admissions platform by integrating user-driven feedback, strengthening partner engagement and accelerating university onboarding cycles.
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PROJECT

Thought Leadership and Frameworks

S.C.A.L.E. Product Management Framework | Creator and Author. • scaleframework.notion.site

- Authored comprehensive product management framework focusing on Scalable, Customizable, Agile, and Lean Execution methodologies.
 - Implemented across multiple organizations with measurable results: 20-45% reduction in project delays, and 15-30% increase in on-time deliveries.
 - Framework bridges communication gaps between vision and execution, creating strategic alignment while streamlining development processes.
 - Published methodology widely adopted by product teams for enterprise-level product development optimization.
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EDUCATION

Business Administration Double Majors in Marketing and Finance | BBA (Hons)

Lahore School of Economics • Lahore, Pakistan • 09/2007 – 09/2011

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

Scrum Alliance • 2023

Google Data Analytics

Google • 2023

Business Intelligence Analytics

TripleTen • 2023

SKILLS

PRODUCT LEADERSHIP

- Product Strategy and Roadmapping
- Agile and Scrum (Jira, Confluence, Azure DevOps)
- Cross-functional Leadership
- Metrics-Driven Decision Making
- SaaS Platforms

TECHNICAL and ANALYTICS

- A/B Testing and Experimentation (Optimizely, LaunchDarkly)
- SQL and Data Analytics (Tableau, Mixpanel, Amplitude)
- Product Analytics Platforms (GA, Segment, Heap)
- Business Intelligence Tools (Power BI, Looker, Databricks)
- Cloud Platforms (AWS, Azure, Google Cloud)

INNOVATION and AI

- AI Product Development
 - AI/ML Frameworks (TensorFlow, OpenAI APIs)
 - API and Platform Development (REST APIs, GraphQL)
 - Customer Research Tools (UserTesting, Pendo)
 - Market Analysis and User Research
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