

Kanwal Aalijah

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SUMMARY

Principal Product Manager with 10+ years of experience in AI, SaaS, and platform product development across enterprise, government, and consumer sectors. Built award-winning AI products from scratch, transforming organizations from zero capability to high-performance product engines, including 3 proprietary AI-driven solutions that earned the AI Innovation Award from Dubai Future Foundation. Delivered high-value projects for global brands and governments, managing MENA government smart city initiatives worth over 6M AED in value. Managed multidisciplinary teams and delivered products that achieved up to 85% user adoption rates. Specialized in AI-powered market intelligence platforms, blockchain investment solutions, urban analytics systems, and automated resource allocation platforms for global brands including Nike, EY, and multiple MENA government entities. **Immediately available for both FTE & FTC engagements, call me to discuss product direction, objectives, and challenges.**

EXPERIENCE

Principal Product Manager

Sila Insights

June 2023 – Present, Dubai, United Arab Emirates

- Built 3 proprietary Gen AI solutions from zero to award-winning status, including agentic AI copilots that autonomously generated insights, orchestrated workflows, and delivered recommendations, earning the Dubai Future Foundation AI Innovation Award.
- Launched True Trends, a GenAI-powered trend-intelligence platform, generating AED 624K revenue in 60 days and securing rapid enterprise adoption across finance, FMCG, and real estate sectors.
- Delivered a AED 6.2M urban planning platform for MENA government with AI-driven multi-source data integration and an LLM-powered chat interface, enabling city planners to identify and address issue hotspots.
- Enhanced existing company products by orchestrating multi-agent AI workflows (n8n, Make.com, OpenRouter) to automate data collection, summarization, and reporting, saving 2,600+ manual hours annually and improving data efficiency by 35%.
- Upgraded legacy keyword-based search to vector search with embeddings, reducing query response time by 60% and improving result relevance by 45%, accelerating insight discovery for end users.
- Implemented agentic AI workflows using LangChain, AutoGen, and OpenRouter, enabling autonomous task orchestration, data collection, and insight generation that streamlined operations and reduced manual intervention.
- Hired and scaled cross-functional AI teams (12 engineers + PM) while implementing Agile frameworks that accelerated release velocity and cut costs by 50%.
- Established key partnerships with AI technology vendors, enabling the adoption of cutting-edge solutions.
- Collaborated with business stakeholders to identify AI opportunities that aligned with strategic goals, resulting in the launch of three major projects.
- Pioneered an approach to synthetic data generation for visual search.
- Synthesized complex stakeholder requirements into a comprehensive product roadmap that balanced immediate revenue opportunities with long-term technical debt reduction, prioritizing features that delivered 3x ROI

Senior Product Manager

Super Future

June 2022 – June 2023, Dubai, United Arab Emirates

- Directed a product org of 3 PMs and 35 engineers, delivering AI-powered blockchain and fintech solutions, ensuring alignment between technical feasibility and market needs.
- Led the development of blockchain-based investment platforms leveraging smart contracts and decentralized identity (DID), improving transaction transparency, reducing fraud by 35%, and enabling trustless interactions across financial and supply chain ecosystems.
- Engineered a blockchain-backed peer-to-peer chat application with embedded money transfer, leveraging smart contracts for transaction execution, wallet integration for custody, and decentralized ledger technology to ensure secure, auditable transfers directly within the messaging interface.
- Delivered MVP in just 2 months, driving a 75% surge in web traffic through go-to-market execution and strategic product positioning.
- Oversaw compliance, security, and UX, ensuring smooth, trusted transactions and driving a 45% increase in in-app engagement.

Senior Product Manager

Hauraki

January 2021 – June 2022, New York, United States

- Built Hauraki's product team from the ground up (data scientists, engineers, PMs), initially managing all functions directly to deliver consulting-grade client outcomes.
- Designed and deployed an automated resource allocation platform for EY, eliminating manual resource assignment, improving allocation speed by 70%, reducing scheduling errors by 90%, and enabling real-time visibility across consulting teams.
- Led a data science driven initiative with Nike, standardizing global product taxonomies and improving SKU-level forecasting accuracy by 25%, while accelerating categorization workflows by 40%.
- Directed end-to-end development and launch of Bitewell's core platform, ensuring compliance with regulatory requirements and enabling the company's pivot to Food Health enterprise, which later raised AED 27.5M in funding.
- Launched Zewst, an AI-powered food waste optimization platform for restaurants, achieving 45% waste reduction in pilot programs and scaling to 60+ retail locations, directly supporting client ESG objectives.
- Owned product strategy and execution for Pinch, a multi-tiered food delivery and engagement platform, scaling adoption from 10 to 500+ restaurants, improving delivery accuracy by 35%, and raising NPS by 6.2 points.
- Directed roadmap for a US digital banking app, KYC automation, AML monitoring, and cross-border transaction support, reducing onboarding time by 60% and improving regulatory clearance rates.

Product Manager

Systems Limited

January 2020 – January 2021, Karachi, Pakistan

- Led feature development for ML-powered modules within a restaurant logistics platform, including sales forecasting and inventory planning tools.
- Contributed to a 10% reduction in food waste through data-driven insights and predictive modeling capabilities integrated into the platform.

Data Science Manager

Knowledge Based Systems

January 2019 – January 2020, Karachi, Pakistan

- Developed predictive modeling solutions and delivered data-driven insights for various research and commercial applications within the lab environment.

Project Manager

Knowledge Based Systems

May 2015 – January 2019, Karachi, Pakistan

- Managed technical project delivery and stakeholder alignment across multiple research initiatives, ensuring successful project completion and knowledge transfer.

EDUCATION

Master of Science (MSc) - Computer Science

National University of Science and Technology (NUST)

Bachelor of Science (BSc) - Computer Engineering

National University of Computer and Emerging Sciences (FAST)

CERTIFICATIONS

Cornell Product Management

Cornell University

Professional Scrum Product Owner (PSPO)

Scrum.org

SKILLS

Product Management | Program Management | AI/ML Product Development | LLM Integration | Conversational AI | OpenAI | Gemini | Claude | Natural Language Processing | BERT | Transformer Models | Vector Search | Sentiment Analysis | LLM | RAG | Agentic AI | Agentic Systems| LangChain | SaaS Product Development | Platform Architecture | API Development | Microservices Architecture | Cloud Technologies | Pinecone | Embeddings | ETL Processes | Business Intelligence | Market Intelligence | Competitive Analysis | User Experience Design | Product Strategy | Roadmap Development | Agile Methodologies | Scrum | Go-to-Market Strategy | Product Lifecycle Management | MVP Development | A/B Testing | User Analytics | Open AI, Gemini, Claude, Anthropic | Blockchain Technology | FinTech Solutions | Digital Wallet Development | Cryptocurrency | Smart Cities | GIS Analytics | Urban Planning | IoT Integration | Regulatory Compliance | GDPR | AML Compliance | KYC Automation | Enterprise Software | CRM Integration | ERP Systems | Customer Success | Retention Strategies | Fraud Detection | Risk Assessment | Financial Modeling | Investment Analytics | Portfolio Management | Supply Chain Optimization | Inventory Management | FoodTech | InsurTech | E-commerce | Mobile App Development | Web Development | Database Management | SQL | Data Visualization | Dashboard Development | Project Management | Budget Management | Vendor Management | Partnership Development | Business Development | Sales Strategy | Customer Acquisition | Market Research