SALAH EDDIN ALSHAAL

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Summary

Energetic and forward-thinking Product Manager with 4+ years of specialised experience in the energy technology sector. Expertise in developing data-driven solutions that address the complexities of today's evolving markets. Skilled in leading cross-functional teams while delivering scalable products. Combining technical knowledge with market insights to drive innovation with curiosity and positivity.

Experience

Product Manager, Architect, Energyworx   8/2021 – Present

- Stepped in as the company's first Product Manager and brought much-needed structure by crafting an 18-month roadmap that connected market needs with our technical capabilities, while working directly with the CEO to identify strategic partnerships and go-to-market strategies
- Transformed unfocused offerings into a cohesive product vision, reducing time to package and deliver new offerings by 40% through structured product development processes and clear phased delivery.
- Led end-to-end product development by conducting user interviews, mapping customer journeys, and aligning designs with end-user needs, while successfully managing a simultaneous migration of both front-end and API in a resource-constrained environment.
- Directed three technical teams of varying seniority levels, orchestrating the company's shift to a product-led organisation by establishing feature teams, creating user/buyer personas, and implementing a unified knowledge base and increasing delivery rate with 80% higher quality releases.
- Developed deep expertise in the Energy Market Domain, understanding grid operators' profiles and challenges in a rapidly democratizing energy market undergoing significant transition

Data Engineer, Energyworx   11/2020 – 8/2021

- Became the go-to person for translating what clients actually needed into tech solutions our team could build, catching problems early by simply listening to what users were trying to accomplish
- Collaborated with stakeholders to identify pain points and propose data-driven solutions, effectively bridging the gap between engineering capabilities and client business needs
- Architected ETL pipelines and API solutions based on direct client feedback

Full-stack Engineer, Nielsen   9/2017 – 11/2020

- Developed optimized features for large-scale backend projects with a thin layer of web front-end in the media marketing sector using a microservices architecture. Owned two internal projects, focusing on extensible feature development

Software Engineer and Researcher, Inspire Centre   9/2015 – 9/2017

- Partnered directly with the founder to establish product-market fit, developing the initial business strategy that bridged academic research with commercial market opportunities
- Led client discovery sessions to identify high-value solutions, resulting in revenue-generating projects using both modern (.NET) and legacy (VBA) technologies that funded ongoing research initiatives

Education

Product Management Certificate, GrowthTribe Course   2023

- Dove deeper into Competitor Analysis, Product Lifecycle and Roadmap maintenance

Masters in Computing, University of Central Lancashire   2017

- Full scholarship
- Thesis: Personalising Data Visualisation based on the user cognitive abilities

Bachelor of Computing with Honours, University of Central Lancashire   2016

- Highest Achiever award
- Thesis: Multi-platform Wearable's Gesture Recognition in Virtual Reality Environment

Projects

Women in Tech, JRS, Refugee Camp   Bucharest
- Volunteered to teach frontend development to 5 single mothers, seeing one go on to pursue a CS degree was a proud moment.

PharmaTrack, Technology Project   Cyprus
- Built full-stack pharmaceutical analytic and management system to project sales on the national level using existing statistical models

Intern @ Ranorex, Technology   2015, 2016
- QA Platform feature using OCR

Freelancer, Technology   Cyprus
- Android and iOS developer for apps for education, gamification and well-being

Skills

Product Methods: Agile/Scrum, Market Research, User Personas, Product Discovery, Roadmapping, RICE Prioritisation, OKRs, Product-Led Growth, Domain-Driven Design, Competitor Analysis

Technical: GCP, Data Analytics, API Development, Python, JS, C#, Docker, Kubernetes, Terraform

Tools: Jira, Figma, Confluence, BigQuery, PowerBI, Looker

Languages

English, Arabic - Fluent

Dutch - B1

Interests

Passionate surfer (still learning!), amateur carpet-maker, great cook, and outdoor enthusiast.