

ZAMZAM ALI

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Product & Technology Leader

Experienced Technical Program Manager with a track record of managing impactful customer-centric businesses at an Executive level. 5+ years of experience managing complex initiatives across large-scale expansions; Gifted at constructively challenging and influencing cross-functional teams to drive alignment and deliver high-impact solutions. Skilled in mentoring ambitious teams, optimizing product life cycles, communicating effectively, and delivering results across global markets with keen regional growth strategies.

CERTIFICATIONS	SKILLS
<ul style="list-style-type: none">*HARVARD UNIVERSITY Introduction to Computer Science*UDEMY Complete Full-Stack Web Development Bootcamp	<div><div>2022</div><div>2021</div></div> <div><div>Innovative Problem Solving Software Development </div><div>Cross-Functional Team Leadership Machine Learning (ML) Program Management SQL Effective Communication Scrum Team Leadership</div></div>

WORK EXPERIENCE

Back Market PARIS, FRANCE

Present

Product Manager

- Pioneered a suite of B2B features, improving seller satisfaction scores by 40% and boosting marketplace revenue by 15% to support Back Market's 1,700 professional business sellers.

Bilays International Exporters REMOTE

04/2024 - Present

Chief Technology Officer

- Led cross-functional teams, delivering a software platform that connects global businesses with presence in multiple trade markets to combat financial crime, reducing transaction-related fraud by over 50%.
- Communicated clearly and persuasively with 6+ cross-functional stakeholder categories, including frequently with executive leadership, to align priorities and drive strategic decision-making.

Back Market PARIS, FRANCE

01 - 04/2024

Lead Consultant

- Designed 6 business facing products, increasing business customer engagement by 35% and streamlining trade-in processes through automation.
- Conducted deep-dive data analysis in ambiguous environments, proposing a virtual quality control system, and building an automated IMEI collection technology, transforming complex insights into actionable decisions.
- Led a peer-to-peer marketplace development focused on app-usage, ensuring regulatory and security enhancements from inception to launch despite no clear right answer across friction points.

Lanesa Pharma REMOTE

08/2023

Head of Product *CONTRACT*

- Launched a pharma e-commerce platform, crafting the company's product roadmap, increasing online sales by 20% and enhancing customer acquisition through user research.

Ayres Originals REMOTE

09/2022

Product Manager *CONTRACT*

- Increased DAU by 15% and customer retention by 10% through 3rd-party app integration and SEO strategies based on analysed data and research.

Ziyad Tech LTD LONDON, ENGLAND

05/2022 - 01/2024

Technical Product Manager

- Launched 15+ technological product features, expanding the client portfolio by 75%.
- Collaborated effectively with diverse teams and different working styles across 5 industries, thoughtfully challenging and influencing internal and external stakeholders to ensure delivery of high-impact solutions.

Software Engineer

- Drove end-to-end technical solutions for accounting risk assessment and cash flow management, proactively identifying and mitigating delivery risks that reduced operational redundancy by 25% to enhance user value.

Mountain Slopes International REMOTE

04 - 08/2021

Senior Web Developer

- Managed web development teams, improving efficiency and user experience through data analysis and rigorous testing.

Web Developer

- Built user-centric web platforms with cross-functional teams, including engineers and product managers, from ideation to launch.

EDUCATION

THE AMERICAN BUSINESS SCHOOL OF PARIS

Bachelor of Business Administration

2020-2025

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

Masters-MicroMasters in Statistics and Data Science (Machine Learning)

2025