

Product & Technology Leader

Executive Director in financial tech and marketplace products, with 5 years delivering B2B and spend-focused solutions. Led cross-functional teams in regulated environments to launch fraud-reduction tools, virtual quality controls, and business-facing platforms across Europe and Africa.

CERTIFICATIONS	SKILLS
<div><div>* HARVARD UNIVERSITY Introduction to Computer Science</div><div>* UDEMY Complete Full-Stack Web Development Bootcamp</div></div>	<div><div>2022</div><div>2021</div></div> <div>Innovative   Problem Solving   Software Development   Cross-Functional Collaboration   Strategic Direction   Machine Learning (ML)   Product Strategy  SQL   Effective Communication   Scrum   Team Leadership</div>

WORK EXPERIENCE

Back Market PARIS, FRANCE

03/2024

**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, banking 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**

09/2021 - 05/2022

- 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**

08/2020 - 04/2021

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

EDUCATION

<b>THE AMERICAN BUSINESS SCHOOL OF PARIS</b>	<b>2020-2025</b>
<i>Bachelor of Business Administration</i>	
<b>MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)</b>	<b>2025</b>
<i>Masters-MicroMasters in Statistics and Data Science (Machine Learning)</i>	