ZAMZAM ALI

Paris, France • (+33) 761 048 796 • zeemohamudali@gmail.com

Product & Technology Leader

Executive level C-suite product strategist with 5+ years of experience launching B2B products, API platforms, and tools for regulated industries. Experienced in go-to-market (GTM) strategy, positioning and messaging for enterprise users, and driving adoption in cross-functional environments.

CERTIFICATIONS

- ✶ HARVARD UNIVERSITY Introduction to Computer Science **2022**
- ✶ UDEMY Complete Full-Stack Web Development Bootcamp **2021**

SKILLS

Go-to-Market (GTM) Strategy | Product Marketing | Positioning & Messaging | B2B Marketplace Design | Sales Enablement | ABM Strategy | Leadership | SQL | Machine Learning | Generative AI Tools | Google Analytics | HubSpot | Mixpanel | Figma | Notion

WORK EXPERIENCE

Bilays International Exporters DUBAI, UAE   Apr 2024 – Present

Chief Technology Officer
- Spearheaded the design of a cross-border trade platform simplifying global business logistics.
- Led cross-functional team across MEA to reduce fraud by 50% on a compliance-driven transactional platform, supporting ABM (Account-Based Marketing) efforts by providing structured buyer persona insights.
- Worked directly with banks, airlines, exporters to build a cohesive data ecosystem for multi-party integration.

Back Market PARIS, FRANCE   Mar 2025 - Present

Product Manager (*Pending Work Authorization***)**
- Delivering B2B features serving 1,700+ business sellers, boosting revenue by 15% and satisfaction by 40%.
- Championing a fast-paced launch of seller tools under ambiguity, with a deep focus on scalability and customer-centric documentation.
- Developing product marketing collateral including tutorials and feature documentation to support internal sales enablement and external adoption.

Back Market PARIS, FRANCE   Jan – Apr 2024

Lead Consultant
- Built 6 business-facing tools including an automated IMEI system and a virtual quality control module, streamlining complex operational workflows.
- Scoped and led GTM execution of a peer-to-peer marketplace, defining product positioning and enabling cross-functional marketing efforts to boost engagement and user trust.
- Collaborated cross-functionally (legal, data, design, ops) to ship secure, frictionless product experiences.

Lanesa Pharma REMOTE   08/2023

Head of Product CONTRACT
- Created the roadmap and launched the company's MVP e-commerce product, boosting digital sales by 20%.
- Prioritized experimentation and user research to drive rapid iteration and adoption.

Ayres Originals REMOTE   09/2022

Product Manager CONTRACT
- Delivered 15% uplift in DAU through SEO, integrations, and user engagement initiatives.

Ziyad Tech LTD LONDON, ENGLAND   05/2022 - 01/2024

Technical Product Manager
- Led product marketing and GTM execution for 15+ B2B features across finance, insurance, and travel, crafting differentiated messaging and content to support campaigns and pipeline acceleration.

Software Engineer   09/2021 - 05/2022

- Built back-end solutions for accounting risk assessment, reducing operational redundancy by 25%.

Mountain Slopes International REMOTE   04/2021 - 08/2021

Senior Web Developer
- Collaborated with product managers and engineers to ship cross-platform improvements from scratch.

Web Developer   08/2020 - 04/2021
- Used A/B testing and data analysis to optimize web funnels and improve user experience.

EDUCATION

THE AMERICAN BUSINESS SCHOOL OF PARIS   **2020-2025**

Bachelor of Business Administration

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)   **Expected 2025**

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

Linkedin: linkedin.com/in/zamzam-ali/ • Website: https://zamzamdeveloper.vercel.app/