

Product Leader

Executive Product Manager with 5+ years of transforming fintech, insurance, and marketplace companies. Expert in data-led high-impact feature development, platform design, complex problem solving, and cross-functional team leadership. Regularly collaborating with leadership and investors, challenging the status quo with a business model that drives growth through ruthless prioritization and capital allocation.

CERTIFICATIONS	SKILLS
*HARVARD UNIVERSITY Introduction to Computer Science	2022 Reasoning Skills Bias-Resistant Problem Solving
*UDEMY Complete Full-Stack Web Development Bootcamp	2021 Market Analysis Product Marketing Cross-functional Team Leadership SQL Analytical Skills Product Development ML & AI Tools User-Centered Design

WORK EXPERIENCE

Bilays International Exporters DUBAI, UAE

Apr 2024 – Present

Chief Technology Officer

- Leading development of a multi-party trade platform (exporters, banks, airlines), reducing fraud by 50% through compliance-integrated flows.
- Designed a real-time data ecosystem for transaction risk visibility and AML alignment.
- Combined user-first thinking and first principles reasoning to deliver scalable product solutions.
- Partnered with insurers and banks to co-develop platform features compliant with underwriting standards.
- Built scalable workflows and UI systems improving marketplace trust and operational efficiency.
- Shaped internal-external product narrative with marketing and sales teams.

Back Market PARIS, FRANCE

Jan – Apr 2024

Lead Consultant - Product Management

- Launched 6 product features impacting millions, including virtual quality control and automated IMEI tool.
- Delivered a peer-to-peer marketplace MVP from discovery to GTM, enhancing transparency and engagement.
- Increased user satisfaction by over 45% through a customer support in-app product feature, in collaboration with product, design, ops, and data teams.
- Drove 0→1 tools for seller onboarding and performance (1,700+ sellers), increasing revenue by 15%.

Ziyad Tech LTD LONDON, ENGLAND

May 2022 - Jan 2024

Technical Product Manager

- Delivered 15+ B2B features across insurance, travel, and finance; accelerated sales pipeline by 30%.
- Owned end-to-end product lifecycle: discovery, testing, positioning, and enablement, using experimentation and A/B testing as a learning tool to continuously refine product value.

Software Engineer

Sept 2021 - May 2022

- Built backend tools in financial risk scoring with finance, operations, and marketing to scale successfully.

Lanesa Pharma REMOTE

Aug 2023

Head of Product *CONTRACT*

- Built e-commerce MVP in under a month, boosting digital conversion by 20% and driving iterative products.
- Rolling out successful ideas to users, or using the insights to sharpen the next cycle of ideation and testing.

Ayres Originals REMOTE

Sept 2022

Product Owner *CONTRACT*

- Improved SEO and UX for the e-commerce store, increasing DAU by 15%.
- Collaborated with design and growth on conversion-focused UI enhancements.

Mountain Slopes International REMOTE

Apr 2021 - Aug 2021

Senior Web Developer

- Delivered cross-platform optimizations, using UX experiments and A/B testing for measurable outcomes.

Web Developer

Aug 2020 - Apr 2021

- Analyzed user data to improve funnel efficiency and interface performance.

EDUCATION

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (UOL DEGREE)

2020-Present

Bachelor of Arts in International Relations

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

Expected 2026

MicroMasters in Statistics and Data Science (Machine Learning)