

# ZAMZAM ALI

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## EXPERIENCE

### BILAEYS LIMITED - REMOTE

Director of Product

Apr 2024 - Present

- Developed the product strategy for a software platform connecting insurance companies, banks, airlines, and exporters with customers, balancing long-term growth with short-term goals.
- Led cross-functional teams in product, engineering, design, and marketing, driving engagement by delivering market-leading value propositions.
- Successfully launched new features that enhanced customer engagement and operational efficiency.

### BACK MARKET - PARIS, FRANCE

Consultant

Jan - Apr 2024

- Designed 6 new product features in collaboration with the US General Manager, increasing customer engagement and satisfaction by 35%.
- Led cross-functional collaboration with key stakeholders, including cybersecurity experts, to develop a secure automation feature addressing untapped data collection on user devices.
- Ensured alignment with regulatory and compliance requirements while maintaining customer-centric product solutions.

### LANESA PHARMA- REMOTE

Head of Product

Aug 2023

- Directed the successful launch of an e-commerce platform for pharma products, increasing accessibility for customers.
- Managed a cross-functional team to execute the product roadmap on time, focusing on user needs and compliance requirements.

### AYRES ORIGINALS - REMOTE

Lead Product Designer

Sept 2022

- Solely designed and optimized an e-commerce platform, introducing new payment channels and increasing daily active users by 15% through targeted marketing and SEO strategies.

### ZIYAD TECH LTD - LONDON, ENGLAND

Senior Product Manager

May 2022 - Jan 2024

- Led strategic product initiatives, increasing the client portfolio by 75% through data-driven decision-making and cross-functional collaboration.
- Managed the entire product lifecycle, launching 15+ features across multiple industries, aligned with client needs and market trends.

Software Engineer

SEP 2021 - May 2022

- Designed platforms for risk assessment and client account management, optimizing client engagement.
- Enhanced software solutions, improving user experience and reducing redundancy.

### MOUNTAIN SLOPES INTERNATIONAL - REMOTE

Senior Web Developer

Apr - Aug 2021

- Led enhanced product offerings through data analysis and feature testing, driving user engagement and operational efficiency.

Web Developer

AUG 2020 - Apr 2021

- Collaborated with cross-functional teams to deliver user-centric interfaces that improved overall customer satisfaction.

## EDUCATION

### THE AMERICAN BUSINESS SCHOOL OF PARIS

2020-2024

Bachelor of Business Administration

### MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

2025

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

## CERTIFICATIONS

\*HARVARD UNIVERSITY Introduction to Computer Science \*UDEMY The Complete Full-Stack Web Development Bootcamp

## SKILLS

Product Strategy | Roadmap Prioritization | Cross-Functional Collaboration | Data-Driven Decision Making | Customer Engagement | Growth Strategy | Problem Solving | Experimentation and Optimization | Team Leadership | Stakeholder Management | Regulatory Compliance | User-Centric Design