

ZAMZAM ALI

Paris, France | (+33) 761 048 796 | [Zamzam Ali](#)

EXPERIENCE:

BACK MARKET | **PRODUCT MANAGER** | PARIS, FRANCE

Present

- Translating product strategies into execution plans and roadmaps to achieve both the customer's needs and product goals.
- Analyzing trends and customer pain points to prioritize improvements and inform decisions.
- Presenting the product's role in market trends to internal and external audiences.
- Coordinating with stakeholders to ensure clear expectations and balanced priorities.
- Building strong relationships with customers, integrating feedback into product development.

BILAEYS LIMITED | **DIRECTOR OF PRODUCT** | REMOTE

Apr 2024 - Present

- Spearheaded the development of a new-to-the-world product portal from ideation to delivery connecting banks, airlines and insurance companies, highly leveraging market insights.
- Led cross-functional teams (engineering, design, data science) in defining product roadmaps, balancing long-term vision with short-term goals.
- Delivered scalable solutions to increase user engagement by 20%, enhancing product visibility and commercial success, while managing end-to-end development processes.

BACK MARKET | **LEAD CONSULTANT** | PARIS, FRANCE

Jan - Apr 2024

- Designed a product feature that integrates metadata in the trade-in process for devices, increasing user engagement by 25% and improving operational efficiency.
- Automated the IMEI code collection processes, and ensured regulatory compliance by collaborating with the AT&T cybersecurity department.
- Led the development of a peer-to-peer marketplace, coordinating cross-functional efforts to enhance user transition and regulatory alignment.
- Partnered with the General Manager to drive adoption of innovative technologies, including a live video customer care feature and an AI chat-bot, driving app usage for 2 million customers.

LANESA PHARMA | **HEAD OF PRODUCT** | REMOTE

Aug 2023

- Led end-to-end development on all product features, driving product advocacy autonomously.
- Defined key KPIs and steered product direction with independent decision-making authority to execute without oversight on all product related actions.

AYRES ORIGINALS | **TECHNICAL PRODUCT DEVELOPER** | REMOTE

Sept 2022

- Owned the strategy and execution roadmap for entire an e-commerce platform
- Analyzed customer pain points and tracked product performances, using quantitative and qualitative metrics to align our product strategic roadmap with industry trends.

ZIYAD TECH LTD | **LEAD PRODUCT MANAGER** | LONDON, ENGLAND

May 2022 - Jan 2024

- Managed the end-to-end product lifecycle for 15+ features, including customizable dashboards and real-time feedback tools on a single project, increasing engagement by 30%.
- Collaborated with engineering to build an API-first architecture for seamless integrations.
- Delivered user-centric features like interactive analytics tools and automated notifications, enhancing product relevance and daily usage.
- Mentored 3 junior PMs, offering insights on product growth, agile execution.

SOFTWARE ENGINEER | LONDON, ENGLAND

SEP 2021 - May 2022

- Developed data-driven platforms for client account management and user engagement, enhancing user experience and leveraging user feedback analytics on all scalable platforms.
- Engineered scalable backend systems and optimized workflows, improving operational efficiency by 20% across core processes.

MOUNTAIN SLOPES INTERNATIONAL | **SENIOR WEB DEVELOPER** | REMOTE

Apr - Aug 2021

- Enhanced product performance and launch efficiency through front-end and back-end development, optimizing user experiences and responsiveness.
- Utilized HTML, CSS, and JavaScript to create high-quality user interfaces that seamlessly integrate with cross-functional workflows.

WEB DEVELOPER | REMOTE

AUG 2020 - Apr 2021

- Developed user-centric web interfaces with robust front-end designs using HTML, CSS, and JavaScript, collaborating across teams to ensure responsiveness, improving site functionality.

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

2022

★ UDEMY The Complete Full-Stack Web Development Bootcamp

2021

SKILLS

Product Strategy | Roadmap Development | Data-Driven Decision Making | Frontend Development | HTML | CSS | JavaScript | Web Accessibility | WCAG Standards | Stakeholder Management | Communication | Market Analysis | Problem Solving | Customer-Centric Product Design | Leadership | Cross-Functional Collaboration | Growth Strategy | Presentations | Mentorship