

ZAMZAM ALI

Paris, France | (+33) 761 048 796 | [Email](#) | [LinkedIn](#) | [Website](#)

CERTIFICATIONS

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

SKILLS

Product Strategy | Research & Analysis | UX | Cross-Functional Collaboration | Leadership | Machine Learning (ML) | Market Analysis | SQL | Communication | Presentation | Resilience

EXPERIENCE

BACK MARKET [PARIS, FRANCE] Present

PRODUCT MANAGER

- Improving operational workflows using ML-based insights, reducing error rates by 15% and enhancing business user experience (UX).
- Conducting competitive analysis of business facing products, driving improvements in feature adoption rates.

BILAYS INTERNATIONAL EXPORTERS [REMOTE] Apr - Nov 2024

PRODUCT DIRECTOR

- Led cross-functional teams to develop a B2B software platform connecting banks, insurers, and exporters to combat financial crime, enhancing financial security and reducing transaction-related fraud by 30%.
- Defined and executed product strategy aligned with regulatory compliance.

BACK MARKET [PARIS, FRANCE] Jan - Apr 2024

LEAD CONSULTANT

- Designed 6 B2B product features, increasing business customer engagement by 35% and streamlining trade-in processes through automation.
- Conducted competitive analysis and proposed a virtual quality control system for identifying security vulnerabilities, using Augmented Reality and automated IMEI code collection.
- Led a peer-to-peer marketplace development focused on financial products for B2B solutions, ensuring regulatory alignment and security enhancements.

LANESA PHARMA [REMOTE] Aug 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 a user-friendly interface.

AYRES ORIGINALS [REMOTE] Sept 2022

PRODUCT MANAGER (CONTRACT)

- Increased DAU by 15% and customer retention by 10% through 3rd-party app integration and SEO strategies.

ZIYAD TECH LTD [LONDON, ENGLAND] May 2022 - Jan 2024

LEAD PRODUCT MANAGER

- Launched 15+ features across 5 industries, expanding the client portfolio by 75%.
- Led product vision from ideation to execution, collaborating with design, engineering, research, data science, and product marketing to ensure on-time delivery of high-impact solutions.

SOFTWARE ENGINEER SEP 2021 - May 2022

- Built platforms for risk assessment and inventory management, reducing operational redundancy by 30%.
- Promoted to Lead Product Manager after high-impact of software solutions aligning with business objectives.

MOUNTAIN SLOPES INTERNATIONAL [REMOTE] Apr - Aug 2021

SENIOR WEB DEVELOPER

- Led web development projects, enhancing launch efficiency and user experience through data analysis and rigorous testing.

WEB DEVELOPER AUG 2020 - Apr 2021

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

EDUCATION

THE AMERICAN BUSINESS SCHOOL OF PARIS 2020-2025
Bachelor of Business Administration

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) 2025
Masters-MicroMasters in Statistics and Data Science (Machine Learning)