

AHMED ELZOMOR

Product Manager, MBA, CSPO

WORK EXPERIENCE

PRODUCT MANAGER

HOUSINGANYWHERE

March 2023 - Present

- Responsible for reducing Customer Acquisition Cost (CAC) by optimising our internal teams operations (Customer Care, Marketing, Finance, Managed Accounts)
- Led GDPR compliance implementation of cookie consent and anonymous tracking.
- Reduced steps Accounts team do to reply to tenants by 50% via a customised listings' availability filter
- Reduced steps taken to redirect from our CRM to Internal Panel to check attachments by 75%
- Reduced steps to navigate from Internal Panel to another Internal Panel page or third party tool by 80%
- Enhanced outbound feed generation by 80% by prioritising technical debt.
- Enhanced security for our Internal Panel by decoupling its domain from platform.
- Contributed to 200% increase YoY traffic to our articles by creating Blog Homepages.
- Created a Notification Centre that is being used by our Advertisers.
- Enabled marketing team to create marketing campaigns for a specific type of listings.
- Enabled our marketing team to track and identify traffic from our commercial partners and university partners in Mixpanel.
- Enhanced user experience by updating the pricing for listings in our outbound feeds.
- Enabled our marketing team to adopt a new Google Ads strategy.

LEAD PRODUCT OWNER

VODAFONE - VOIS

April 2022 - Mar 2023

- Lead Product Owner, Digital Signage (Web App and Mobile App)
- Increased the number of VF markets by 600%. I discovered their pains, made competitive analysis, validated prototypes of features for easy creation and pushing of marketing content and sales promotions via our CMS.
- Increased device acquisition by 1500% by resolving pains for VF Turkey and rollout to all of their stores.
- Leading, mentoring and coaching and Mentoring POs, new hires and interns.

PRODUCT OWNER

VODAFONE - VOIS

April 2021 - April 2022

- Acquired 300% of devices by designing and delivering solutions that align to our existing VF markets.
- Own scrum artefacts, backlog refinement, user story prioritisation, documentation. Using Jira and confluence.
- Internal and external stakeholders management and engagement.

PRODUCT OWNER

NAGWA

Feb 2021 - April 2021

- Launched the MVP for Poems app called **هنداوي قصائد** on Android and iOS.

WORKFLOW MANAGER

DELL

April 2020 - Feb 2021

- Handling all communications (global mailbox and phone) to RPS from internal stakeholders and customers.
- Ensuring that escalations, requests and inquiries are met within our SLA.

SERVICE DELIVERY LEAD

DELL

June 2018 - April 2020

- Leading Service delivery for a portfolio of products across our centres in EMEA
- Focal point for communication between RPS, and internal/external stakeholders.
- As process owner, I led an automation project that decreased the time for upgrade pre-checks by 45%.



Linkedin



Recommendations



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Netherlands

EDUCATION

MBA

University of Manchester
2023

BSc. Networks Engineering

German University in Cairo
2015

CERTIFICATES



REFERENCES

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SKILLS

Product Management, User Persona decision taking, Roadmapping, Demo Presentations, Communication, Agile Leadership, Mixpanel, Figma, Usability Testing, User Research, Business Analysis, Data Analysis, Product Marketing, Stakeholder Management, Process Improvement, Hubspot, Intercom, Aircall, Mixpanel, Jira, Confluence, Scrum, Kanban, UX, UI, user experience, research, discovery, prioritisation.