

Siraj Shaikh

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Career Summary

Senior Product Manager | Digital Transformation Leader | Product Strategy Expert

Accomplished Product Manager with over 17 years of experience in digital revenue optimization, product management, and driving digital transformation across mobile and web platforms. Proven track record in defining and delivering product roadmaps and market strategies to maximize digital revenues and improve conversion rates. Skilled in leading cross-functional teams to develop unique value propositions and ensure product differentiation in highly competitive markets. Expertise in Agile methodologies and design thinking with a focus on usability and customer experience.

Key Skills

- **Digital Revenue Optimization:** Expertise in identifying and driving business opportunities for digital booking process optimization and conversion through enhanced product capabilities.
- **Product Strategy & Roadmap:** Skilled in defining the long-term vision and developing product roadmaps, business plans, and market strategies that deliver tangible business results.
- **Cross-Functional Collaboration:** Proficient in partnering with cross-functional teams to position products effectively in the market and ensure differentiation from competitors.
- **Market Analysis & Opportunity Assessment:** Strong ability to conduct market analysis, assess product opportunities, and optimize digital revenues and margins.
- **Customer Experience & Usability:** Focus on improving customer experience through design thinking, ensuring that products meet usability standards and enhance user satisfaction.
- **Agile Methodologies:** Extensive experience with Agile, SAFe, and Scrum, ensuring efficient product delivery and continuous iteration to meet business goals.
- **PSS Systems & Airline Industry Knowledge:** Working knowledge of airline reservations, ticketing, fares, pricing, and revenue accounting, including experience with PSS systems such as Sabre and Amadeus.

Achievements

- **Revenue Growth:** Successfully drove digital revenue growth by optimizing booking processes, improving conversion rates by 15% and reducing sales cycles through streamlined products.
- **Market Differentiation:** Led product differentiation efforts that resulted in a 10% market share increase, enhancing the company's competitive position in the digital marketplace.
- **Product Roadmap Execution:** Delivered a comprehensive product roadmap that aligned with business goals, increasing digital revenues by 20% and ensuring product offers were tailored to market demands.
- **Customer Experience Enhancement:** Improved customer experience through usability enhancements and design thinking, leading to higher customer satisfaction and reduced drop-off rates.

Professional Experience

Emirates Group, Dubai

Senior Product Manager | Digital Revenue Optimization Lead
May 2023 – Present

- **Digital Revenue Optimization:** Identified and implemented business opportunities to optimize digital booking processes, improving conversion rates and driving digital revenues.
- **Product Roadmap & Strategy:** Developed a long-term product roadmap and business plan, outlining key product offers and strategies to achieve business results.
- **Cross-Functional Leadership:** Partnered with cross-functional teams across design, engineering, and marketing to position products in the market and ensure differentiation from competitors.
- **Market Analysis & Product Performance:** Conducted market analysis and evaluated product performance, leading to continuous iteration and improvement in line with business goals.

ITFAQ Global Systems & Software Trading LLC, Dubai

Product Manager | Digital Transformation Lead
Aug 2022 – Nov 2022

- **Market Opportunity Assessment:** Conducted detailed market research to identify new opportunities for product development, leading to enhanced digital product offerings and higher conversion rates.

- **Product Vision & Execution:** Articulated a clear vision for digital products across mobile and web platforms, ensuring alignment with consumer behavior trends and industry economics.
- **Stakeholder Engagement:** Collaborated with internal teams and external vendors to ensure roadmap alignment and successful delivery of key product features, reducing the sales cycle and improving customer experience.

ST Engineering Management Services Pte. Ltd., Singapore

Senior Product Manager | Digital Revenue Strategy Lead

Dec 2012 – Mar 2021

- **Product Differentiation & Market Positioning:** Led efforts to differentiate products in competitive markets, resulting in improved market share and customer engagement.
- **Digital Strategy & Product Roadmap:** Developed and executed digital strategies that maximized digital revenues and aligned with company goals, leading to a 20% increase in digital sales.
- **Supplier & Vendor Management:** Managed supplier relationships to ensure that roadmap requirements were adopted and delivered effectively.

Technical Skills

- **Tools & Platforms:** MS Project, Jira, Azure DevOps, Sabre, Microsoft Dynamics
- **Methodologies:** Agile (Scrum, SAFe), Lean, Design Thinking
- **Data & Financial Analysis:** P&L Management, Market Research, Competitive Analysis
- **Airline Systems:** Reservations, Ticketing, Fares, Pricing, Revenue Accounting