

FOUAD AMIRI

Head of Digital Products | Product Manager | Product Growth & Digital Transformation Expert | Global E-commerce, Gaming, CRM, Digital Marketing

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Results-oriented and data-driven product leader with over 15 years of experience in driving product growth, leading cross-functional teams, and optimizing performance across diverse digital platforms. Proven success in digital transformation, market expansion, and innovative development. Strong technical and engineering expertise in web development, e-commerce, mobile apps, online gaming, and CRM systems. Committed to strategic growth and technological innovation.

SKILLS

- Product Vision & Strategy Development
- Cross-functional Team Leadership
- Digital Transformation
- Data-driven Decision Making
- Marketing & CRM
- Stakeholder management
- Market Research and Analysis
- Product Development and Management
- E-commerce
- UX/CX Optimization
- Data Science
- AI & Machine learning
- Revenue Growth and Monetization
- Agile and Lean Methodologies
- Process Improvement and Automation
- Programming (PHP, .Net)
- HTML, CSS, JavaScript
- SQL

PROFESSIONAL EXPERIENCE

Head of Digital Products, Global e-com, web/mobile apps, CRM (2023 - Present)

Keesing Media Group • Amsterdam, the Netherlands

- Directed vision, strategy, and product development for three business units, including global e-commerce, gaming, and CRM.
- Spearheaded initiatives to increase digital revenue from 4% to 20% of total revenue by 2025, achieving significant milestones in market expansion.
- Implemented a comprehensive digital strategy focused on growth, acquisition, and market expansion, resulting in enhanced profitability and market presence.

Digital Product Lead, Global e-commerce & CDP (2020 - 2023)

G-star Raw • Amsterdam, the Netherlands

- Defined and executed digital product vision, strategies, roadmaps, and goals across various channels and markets.
- Managed a team of senior technical leads and product managers, leading to a 30% increase in site engagement and conversion rates, and a 20% growth in global digital revenue and user lifetime value.
- Established efficient processes for monitoring, researching, and updating digital products, driving digital growth.

Head of Product Growth, MENA region (2016 - 2018)

Lokum Games • Istanbul, Turkey

- Drove regional product growth through targeted marketing, localization, and personalization efforts.

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- Secured partnerships that boosted the regional user base by 80% and increased revenue by 130%.
 - Led a team of 10 developers, designers, and marketing experts to achieve regional goals.

Co-founder & Head of Products, Games, IT & Infrastructure (2012 - 2016)

Ewalk entertainments • Tehran, Iran

- Developed product vision and strategy for three gaming products, attracting over 3 million users.
- Increased average revenue per user by 65% and player retention by 70% within six months through loyalty programs.
- Reduced time-to-market by 30% and launch costs by 38% by optimizing processes and automating the product release pipeline.
- Led cross-functional teams through the entire product development lifecycle.

Product Owner/Manager, Web apps, Advergames, E-com (2008 - 2012)

Parspake Digital Solutions • Tehran, Iran

- Developed product roadmaps that achieved a 20% growth in sales during the first fiscal year.
- Refined backlogs and priorities for multiple digital products, setting and tracking success metrics.
- Created detailed usage metrics to assess user experience and product engagement.

Full-stack Web Developer, E-com & web apps (2006 - 2008)

UVECO • Tehran, Iran

- Designed and developed web applications using PHP, HTML, CSS, JavaScript, and MySQL.
- Optimized large SQL databases to improve performance and stability of e-commerce platforms.

EDUCATION

Master of Business Informatics -Data Science (2018 - 2020)

Utrecht University • Utrecht, the Netherlands

Cum Laude (GPA 8.7)

Bachelor of Information Technology (2006 - 2010)

Azad University • Tehran, Iran

GPA 8.7

PUBLICATIONS

Reconciling agile frameworks with IT sourcing strategies

Apr 2021 -Information Systems and e-Business Management, Springer

LANGUAGES

English, Persian, Dutch B2, German B1, Arabic B1