Ibrahim Ali

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SUMMARY

Product Manager with expertise in AI, data analytics, and experimentation platforms. Experienced in leading cross-functional teams to deliver data-driven products that improve customer experience, accelerate growth, and reduce costs. Proven ability to define strategy, develop roadmaps, and launch innovative products that drive measurable business outcomes across SaaS, eCommerce, and AI platforms.

EXPERIENCE

Product Manager, Priceline (Booking Holdings) – Toronto, ON   May 2023 – Present

- Led the development of flight and hotel price watch prediction features using historical pricing data, increasing user engagement by 22% and improving booking conversion by 9%.
- Launched personalized product recommendation logic across booking funnels (flights, hotels, RC), improving relevance and increasing attachment rate by 18%.
- Defined vision and requirements for a self-serve A/B testing platform, enabling product teams to track experiments in real-time and increasing successful test rollouts by 12%.
- Owned the strategy and roadmap for a GenAI Evaluations Product, improving chatbot reliability by reducing hallucinations and bias, which increased customer satisfaction by 38%.
- Drove the development of an AI-powered test recommender system that leveraged historical data to prioritize high-value experiments, improving test velocity by 8%.

Senior Data Analyst (Product Analytics), Aterian – New York, NY   Jan 2019 - May 2023

- Led product analytics roadmap to design a recommendation engine, helping business units identify high-value eCommerce products and contributing to $2M in annual revenue growth.
- Delivered data-driven insights that informed product marketing strategies and increased engagement by 15%.
- Partnered with product managers and designers to run A/B tests across the website, optimizing UI/UX and driving a 5% lift in conversion rates.

Product Researcher, IBM – Poughkeepsie, NY   Jan 2018 - Jun 2018

- Conducted product research on IoT applications for supply chain optimization in IBM Z-Mainframe logistics. Recommended packaging and process improvements that reduced shipping damage-related costs by 2%, improving customer delivery experience.

Product Marketing Analyst, Zoho – Chennai, India   Jun 2016 - Jun 2017

- Executed GTM strategies for SaaS products, identifying high-value customer segments through data analysis and competitive research. Partnered with product teams to test pricing models and improve onboarding flows, resulting in a 3% increase in trial-to-paid conversions.

EDUCATION

Cornell University, MS - Engineering Management   Aug 2017 - May 2018
Anna University, BS - Biomedical Engineering   Aug 2012 - May 2016

SKILLS

Product Management: Roadmapping, Requirements Definition, Agile/Scrum, Stakeholder Management
Analytics & Tools A/B Testing, Google Analytics, Experimentation Frameworks, SQL, Python, Tableau, Looker,
Data & AI: GenAI, Recommendation Systems, Predictive Analytics, User Behavior Analytics
Business: GTM Strategy, Pricing Strategy, Market Research, Competitive Analysis