Maged Shalaby

Product Leader

London, United Kingdom • +201065129248 • maged918@gmail.com • https://www.linkedin.com/in/magedshalaby/

Results-driven Product Leader with over 5 years of experience in product strategy, 0-1 product development, and team leadership. Proven expertise in leading cross-functional teams to deliver customer-centric solutions across fintech, healthcare, and food delivery. Adept at prioritizing product roadmaps, leveraging data-driven insights, and aligning stakeholder communication with business goals to drive scalable growth.

WORK EXPERIENCE

Principal Product Manager   June 2024 – Present
Mrsool

- Led the planning and development of a subscription program reaching over 100,000 users monthly, by coordinating with commercial, engineering, and design teams
- Launched a marketplace feature to connect customers and restaurants, creating a new revenue stream
- Conducted product discovery to revamp core modules of the consumer app and develop quarterly OKRs

Head of Product   September 2023 – June 2024
Klivvr

- Defined product vision, roadmap, and growth strategies, increasing team productivity by 40%
- Crafted new revenue streams via a subscription program and a supplementary cards feature, reaching 50,000 users
- Analyzed transactional and behavioral data post-release, pinpointing critical areas for enhancement in product features. Findings directly addressed two major causes of user drop-off
- Conducted user research to define pain points, creating 4 personas that improved feature adoption rates

Head of Product and Engineering   December 2019 – July 2023
Preventia Technologies

- Spearheaded 0-1 product development for 4 mobile and web solutions as a founding engineer/PM, delivering patient-centric healthcare tools adopted by 12,000+ users in first year post-launch
- Established and led cross-functional teams of 17 members (product, engineering, design, data) to execute projects aligned with strategic goals
- Created dashboards monitoring over 10 critical KPIs within the healthcare domain using SQL/Metabase, leading to faster identification of trends impacting patient care and profitability
- Engineered a meta-language to develop rule-based medical treatments for 12 medical conditions, transforming chronic disease management with scalable, tech-driven solutions

Data Science Lead   October 2016 – November 2019
DLC

- Implemented a lead scoring module ranking 1000+ incoming leads per month, improving lead conversion by 30%
- Supervised development of advanced analytical tools, including machine learning models used for travel package recommendations and BI reports using Tableau, leading to a 25% improvement in decision-making speed

EDUCATION

KU Leuven, Leuven, Belgium
Advanced Master's — Artificial Intelligence

German University in Cairo, Egypt
B.Sc. — Computer Science and Engineering

Product Management: Product Strategy, Product Discovery, Market Research, Competitive Analysis, Planning, OKRs, Agile Methodologies, Roadmpaping, A/B Testing, User Research, Data Analytics, Product Design, User Experience (UX), Stakeholder Communication
Analytical Tools: SQL, Python, Amplitude, MixPanel, Metabase, Tableau, Looker, PostHog, LogRocket, Google Analytics, Firebase
Other Skills: Engineering Management, Data Visualization, Machine Learning, Natural Language Processing
Tools: Notion, JIRA, Trello