



Omar Nooreddin

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Lagos, Portugal

Senior Product Manager with a particular interest in Data. Combining the skills and learnings from Product and Data to implement insightful solutions.

EXPERIENCE

SENIOR PRODUCT MANAGER (Contract) – Cervest

Jan 2021 – Present • London, UK/Remote

I have setup the Frontend, Data Engineering and Science teams, where we built and released the first version of Cervest's Climate Intelligence platform. This required me to work with the team at different levels, understanding the nuances of the platform to enable an efficient roll out of the platform.

SENIOR PRODUCT MANAGER (Contract) – eezy.ai

Jul 2020 – Dec 2020 • London, UK/Remote

eezy.ai is a lifestyle planner and recommender, which leverages machine learning and psychological models to make personalised activity recommendations:

- Sketching and wireframing new features
- Reviewing and detailing user stories
- Introducing agile framework and structured approach to product development

DATA ANALYST (Contract) – Sylvera

May 2020 – Jul 2020 (3 months) • London, UK/Remote

- Developing an automated tool to acquire satellite images and measure biomass for a desired area, using Python. This will form the basis for a service to help companies investing in carbon offset projects.
- Conducting user interviews to understand their motives and “jobs-to-be-done”
- As a new start-up I helped in creating structure and the adoption of agile

DATA ANALYST (Contract) – Nina Space

June 2019 – Jan 2020 (8 months) • Lisbon, Portugal

- Mentored and helped the team to grow their product skills by introducing best practices and how to approach product thinking.
- Built an algorithm that helps municipalities prioritise their fire risk mitigation activities by the use of satellite images and vegetation indices.
- Designed the first pilot, which was used on the roadshow, resulting in nine municipalities joining the pilot.
- Applied statistical methods to help municipalities ascertain whether landlords are complying with forest fire mitigation laws.

SABBATICAL

October 2017 – May 2019 • Worldwide

Took time off to: train for my Private Pilot License; complete a Data Science Specialisation with Johns Hopkins through Coursera; and go traveling in South East Asia.

SENIOR PRODUCT MANAGER - Photobox

Mar 2015 – Sep 2017 (2.5 years) • London, UK

- Worked with senior management teams to develop the mobile apps strategy.
- Turned high-level business goals into a product roadmap.
- Managed the product roadmaps by running a team composed of a junior product manager, one UX, one UI expert, 10 engineers, and 3 testers across 2 teams.
- Initiated and drove several strategic initiatives designed to increase conversion.
- Conducted user interviews to understand customers' motives and challenges, and also to test feature prototypes.
- Revamped the user experience resulting in a simpler and streamlined process, increasing the conversion by 210%.

PRODUCT MANAGER – Red Ant

Apr 2014 – Feb 2015 (10 months) • London, UK

- Created the first beta release of an enterprise SaaS app that was rolled out in a pilot, leading to an extension of the service beyond the pilot.
- Led the development and design teams for Red Ant's enterprise in-store solution.
- Communicated with internal and external stakeholders to ensure information is shared appropriately and in a timely manner.

PRODUCT MANAGER - Masabi

Nov 2009 – Apr 2014 (4.5 years) • London, UK

- Joined at the early stages and was an active member of growing the team from five members to 40, and increasing the valuation of the company tenfold.
- Grew with the company, starting as a QA analyst, moving to data analyst and finally as a product manager, fulfilling the companies needs at its various stages of growth.
- Led and deployed a greenfield project for a mobile app ticket validator, which required the creation of a whole ecosystem of mobile apps, hardware, and a server to facilitate the validation and prevent fraud. This was later deployed globally across various transit agencies.
- Responsible for running and deploying the train ticketing app to six transit agencies across the UK.

PREVIOUS EXPERIENCES

- **Management Consultant @ PKF Pro Group** (Amman, Jordan): Jan 2009 – Jun 2009
- **Business Analyst @ Dell Inc** (Bracknell, UK): Nov 2006 – Apr 2008
- **Summer Intern @ CERN** (Geneva Switzerland): Jul 2006 – Sep 2006

SKILLS

Programming languages

R, Python & SQL

Software packages

Excel & Google Analytics

Languages

English & Arabic: native
French & Portuguese: basic

Portfolio:

<https://omarmn.github.io>

Github:

<https://github.com/omarmn>

EDUCATION

Georgia Institute of Technology

2020 - 2022

MSc in Analytics (online - part time)

Johns Hopkins through Coursera

2018 - 2019

Data Science Specialisation

London School of Economics

2008 and 2009

Finance, Game Theory

Macro & Micro economics

University of Reading

2003 - 2006

Bachelor in Engineering, AI and
Control Systems