Mohamad Tabbara

Senior Product Manager | Agile Facilitator | Lead Product Strategy

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Summary

Strategic and results driven Senior Product Manager with over 8 years of experience leading product development, business strategy, and technology solutions. Proven expertise in driving innovation and market expansion through effective product road mapping, cross functional collaboration, and data driven decision making. Adept at leveraging market insights and customer feedback to deliver high impact solutions that align with business goals. With a strong entrepreneurial background, I excel at leading teams, improving operational efficiency, and driving business growth. Seeking new opportunities in multinational companies to continue delivering innovative solutions and fostering business growth.

Experience

Senior Product Owner – 10/2024 to Present
emaratech, Dubai, UAE
- Working closely with clients to understand their business and technology needs, developing tailored product strategies that supported their digital transformation goals.

Product Manager – 04/2023 to 10/2024
ZAJEL Courier Services *(emaratech Subsidiary company)*, Dubai, UAE
- Led the design and revamp of product solutions, applying market insights and user feedback to enhance product offerings and increase client satisfaction.
- Defined and controlled the product vision and roadmap, aligning product priorities with business goals and customer needs, resulting in successful product improvements.
- Spearheaded market research and competitive analysis, identifying key trends that strengthened the company's market position and enhanced customer engagement.
- Collaborated with cross functional teams, ensuring alignment between product development and business goals, resulting in smooth and efficient execution of product strategies.
- Utilized data driven insights to inform product decisions, enhancing system performance and driving continuous improvements in operations.
- Restructured the IT application team and solution architecture department, introducing Agile methodologies to streamline processes and improve team productivity.

Senior Product Owner – 09/2021 to 04/2023
Dubai Culture & Arts Authority *(Permanent outsourced by Blackstone eIT)*, Dubai, UAE
- Managed and prioritized the requirements backlog, streamlining planning processes and ensuring that project execution was optimized and aligned with business needs.
- Developed functional specifications and assessed design alternatives, resulting in improved system performance and enhanced user satisfaction.
- Collaborated with cross functional teams, facilitating planning and project execution through Agile methodologies to improve decision making processes.
- Proactively evaluated the impact of system enhancements, ensuring that changes were implemented without disruption to ongoing operations, while improving usability and system functionality.

Product Owner – 06/2019 to 04/2023
BlackStone eIT, Dubai, UAE
- Collaborated with business users to gather and refine functional and non functional requirements, aligning product objectives with business success factors and improving stakeholder satisfaction.

- Analyzed and optimized business processes, identifying areas for improvement that reduced bottlenecks and increased operational efficiency.
- Managed and prioritized the product backlog, ensuring timely and efficient delivery of key features aligned with business goals.
- Developed functional specifications and assessed design alternatives, minimizing risks and ensuring seamless integration of new features into existing systems.
- Coordinated cross functional teams, ensuring clear communication and negotiation between business units to support successful, on time project delivery.

Entrepreneur and Founder – 05/2015 to 06/2019
Three Former Startups; URUZ, Coreletic, & LiraExpress, Beirut, Lebanon & Dubai, UAE
- Defined and executed the strategic vision for multiple startups, achieving product market fit and securing critical funding at Seed and Series A stages.
- Developed and executed product roadmaps and go to market strategies, driving product growth and improving user retention.
- Led cross functional teams to design, develop, and launch innovative products, including mobile apps and websites, fostering high collaboration and reducing time to market.
- Recruited and mentored a high performing team, improving operational efficiency and fostering a culture of ownership and innovation.
- Identified strategic partnerships and new revenue opportunities, strengthening the company's market position and contributing to significant revenue growth.

Certificates

- Certified SAFe® Product Owner / Product Manager
- Advanced Certified Scrum Product Owner (ACSPO)
- Certified Scrum Product Owner (CSPO)
- Certified Scrum Product Owner II (PSPO II), I (PSPO I)
- Agile Coaching Skills - Certified Facilitator (ACS-CF)
- Google Project Management Professional Certificate

Education

- **Incubate program: Business, Management, Marketing, and Related Support Services** – 2017

ESA Business School, Beirut, Lebanon
- **Bachelor of Computer Science** – 2016

American University of Culture & Education, Beirut, Lebanon

Skills & Expertise

Product Management & Strategy:
- Product Strategy & Road mapping
- Market Research & Competitive Analysis
- Business Development
- Agile & Scrum Methodologies
- Leadership & Team Building
- Cross functional Collaboration

Technical Skills:
- Technology Solutions Development
- Azure DevOps, Jira, Asana
- Java, JavaScript, HTML, CSS

Languages

Arabic: Native | **English:** Fluent | **French**: Basic