

Mohamad Tabbara

Senior Product Manager | Agile Facilitator | Lead Product Strategy

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Summary

Strategic and results-driven Senior Product Manager with over 9 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, enhance system performance, and drive 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.
- 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.

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 teams to design, develop, and launch innovative products, including mobile apps and websites, fostering high collaboration and reducing time to market.
- 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
- Agile Coaching Skills - Certified Facilitator (ACS-CF)
- Advanced Certified Scrum Product Owner (ACSPO), and CSPO.
- Certified Scrum Product Owner II (PSPO II), I (PSPO I)
- 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
- Java, JavaScript, HTML, CSS
- Data, Integration, APIs

Languages

اللغة العربية هي لغتي الأم | English, with advanced proficiency | et un niveau de base en français