



Sherif Shalabi | Product Management & Leadership

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Let's Meet

PROFILE

15+ years of global product impact across SaaS, FinTech, and emerging technologies; scaling ARR through pricing strategy, product-led growth, and data-driven execution, while leading cross-functional teams across regional & international markets.

Professional Snapshot

- **Experience:** 9+ years Product Management; 6+ years Project/Program Management; 6+ years Customer/Technical Support.
- **Industry/Domains:** B2B SaaS, FinTech, Privacy Tools, Data Protection, IT Infrastructure; B2C SaaS, Telecom, Food Delivery.
- **Flexibility:** Currently based in Egypt; open to remote/hybrid across time zones; available for occasional travel and sponsored relocation.
- **Global Fluency:** Native English/Arabic; cross-cultural experience across North America, Europe, the Middle East & North Africa.
- **Availability:** 2-month notice period; flexible to accommodate early onboarding for a smoother transition.

PROFESSIONAL EXPERIENCE

Meister | Senior Technical Product Manager, Billing & Identity

Austria (Remote, UTC+2) | Sep 2024 - Present

- Leading the transition to a modular billing engine by driving vendor selection, migration, and implementation to unlock 12% ARR uplift.
- Integrating the design system into the self-serve portal to improve UX, accelerate feature work, and enable enterprise-scale growth.
- Co-developing monetization strategy for a 0→1 AI product by designing pricing & packaging and implementing the billing architecture.

Pelcro | Product Manager → Senior Product Manager → Head of Product

Canada (Remote, UTC-5) | Mar 2021 - Sep 2024

- Drove 20% ARR growth by expanding global payments through 5+ providers, enabling cards, wallets, and direct bank transfers.
- Increased client renewal rates by 12% by integrating AI Market-Based Pricing with predictive analytics for personalized pricing.
- Reduced ARR churn by 15% by deploying a predictive churn model based on leading indicators for key client accounts.
- Boosted retention by 10% by revamping the platform's financial reporting and analytics for subscription billing.
- Reduced billing fraud by 40% by leading the development of a fraud detection and prevention system.
- Increased campaign conversions by 20% by launching a segmentation and workflow automation module for targeted marketing.
- Enabled international expansion by achieving SOC-2 and GDPR compliance through privacy by design & cross-functional controls.

Dell | Senior Technical Product Manager, Live Optics

USA (Remote, UTC+2) | Jul 2022 - Apr 2024

- Increased upsell opportunities by 10% by developing an infrastructure sizing tool to model data protection requirements.
- Accelerated adoption by 15% by delivering an interactive workload visualization dashboard for deployment planning.
- Reduced support resolution times by 20% by implementing a structured product onboarding and training program.

Zyda | Product Manager, Growth & Partnerships

Egypt (Hybrid, UTC+2) | Oct 2021 - Jun 2022

- Built product strategy and POC for a food ordering app with personalized recommendations, direct connections, and loyalty rewards.
- Reduced acquisition costs by 10% by integrating a regional POS aggregator to streamline inventory and payments.
- Improved CSAT by 25% and delivery accuracy by 15% by onboarding three regional delivery partners & resolving integration issues.

VeraSafe | Technical Product Manager

USA (Remote — CST/CDT) | Oct 2019 - Feb 2021

- Supported 35+ SMBs in achieving compliance by managing privacy and security projects & audits across the EU and North America.
- Defined and delivered MVP of an email security plugin, securing early validation and establishing product-market fit.
- Streamlined operations by leading vendor management, data migration, and website redesign initiatives.

Dell | Senior Program Resource Manager, Managed Services

Egypt (Hybrid, UTC+2) | Aug 2018 - Sep 2021

CIB | Technical Product Manager, Data Protection Infrastructure

Egypt (Onsite — EET/EEST) | Apr 2016 - Aug 2018

IBM | Senior Product Support Specialist, Spectrum Protect

USA (Remote — EST/EDT) | Jun 2012 - Apr 2016

INITIATIVES

basil.ai | Founder

A Personal finance app focused on AI-powered budgeting.

The Story Point | Author

A blog exploring industry trends and PM reflections.

QUALIFICATIONS

Professional Certifications

- [Scrum.org](https://www.scrum.org) | Professional Scrum Product Owner (2022)
- [PMI](https://www.pmi.org) | Agile Certified Practitioner (2022)
- [OSU](https://www.osu.edu) | Certified Technical Writer (2021)

Academic Education

- [Cairo University](https://www.cairo.edu) | BSc. Computer Engineering (2011)
- [Rajac Schools](https://www.rajac.edu) | GSE Science & Mathematics (2005)

SKILLS & TOOLS

Product Strategy, Roadmapping & Execution

Tools: Jira, Asana, Aha!, Linear, Teamwork, Notion, Confluence, Zendesk, Figma, Miro, Photoshop, Balsamiq

Payments & Billing, Compliance & Fraud Prevention

Tools: Stripe, PayPal, Braintree, WorldPay, Cybersource, Tap, Chargebee, Maxio

AI Integration, Workflow Automation & Development

Tools: Github Copilot, Ollama, Lovable, Replit, ChatGPT, Gemini, Postman, GCP, HTML/CSS, JavaScript, Python, Ngrok, Supabase, Google Apps Script

Data Analytics, Experimentation & Insights

Tools: Mixpanel, Growthbook, Intercom, Snowplow, Looker, SQL, Excel, Google Sheets