

# Sherif Shalabi | Product Leader – B2B SaaS & FinTech

✉ [sherif@prodouxman.me](mailto:sherif@prodouxman.me) • [in LinkedIn](#) • [Portfolio](#) • [Schedule a Call](#)

## PROFILE

15+ years driving global product impact, building user-centric platforms for enterprises/SMEs, and delivering double-digit ARR growth by scaling billing and payments systems, reducing churn, and driving monetization.

### Professional Snapshot:

- **Experience:** 9+ yrs Product Management; 6+ yrs Project/Program Management; 6+ yrs Customer/Technical Support.
- **Flexibility:** Comfortable with hybrid/remote roles cross-timezone; open to occasional travel or relocation (with sponsorship).
- **Global Fluency:** Native English/Arabic; cross-cultural experience across North America, Europe, 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 — EET/EEST)

Sep 2024 - Present | [🔗](#)

- Leading the transition to a **service-oriented billing architecture**—driving vendor selection, migration, and implementation to enable flexible pricing models and unlock a projected 12% uplift in PLG/SLG ARR via flagship product repackaging.
- Driving the **end-to-end product strategy and execution** for modernizing account management surfaces to reduce support load, improve self-serve UX, and enable enterprise-scale growth.
- Co-developing monetization strategy for a **0→1 Meister AI**, driving early pricing model design, packaging hypotheses, and billing architecture to support GTM motion & rollout.

### Pelcro [↗](#)

Head of Product

Canada (Remote — EST/EDT)

Mar 2023 - Sep 2024 | [🔗](#)

- Drove 20% ARR growth by expanding global payments coverage through **partnering with 5+ leading providers** and enabling credit cards, digital wallets, and direct bank transfers to deliver broader reach and flexible customer payment options.
- Increased client renewal rates by 12% through **integrating Market-Based Pricing** into the subscription platform, and leveraging predictive AI/advanced analytics for personalized pricing and churn reduction.
- Sustained 90%+ SLA & CSAT with consistent growth and retention outcomes by leading Product Support and coaching Product Managers and Product Marketing Managers to improve execution, prioritization, and cross-functional alignment.
- Cut ARR churn by 15% through development and deployment of a predictive churn model based on leading usage indicators for key client accounts, and proactively implementing targeted retention strategies.

### Senior Product Manager

Feb 2022 - Mar 2023 | [🔗](#)

- Boosted customer retention by 10% by revamping the subscription billing platform's **financial reporting and analytics capabilities**, providing customers with real-time insights and enhancing their understanding of their financial performance.
- Delivered 30% adoption uplift among paying accounts by enhancing the **public API** to enable **new integrations** and expand third-party ecosystem support.
- Lowered billing fraudulent transactions by 40% by leading a cross-functional team to develop and implement a **sophisticated fraud detection and prevention system** within the online checkout process.
- Drove a 20% lift in campaign conversions by launching **Pelcro's marketing segmentation and workflow automation module**, enabling targeted messaging and personalized offers based on user behavior.

### Product Manager

Feb 2021 - Feb 2022 | [🔗](#)

- Amplified self-serve adoption by 20% by launching an intuitive customer portal with **comprehensive documentation and FAQs**, empowering customers to resolve issues independently and reducing the burden on customer support.
- Decreased time-to-market for new features by 25% by adopting agile development methodologies, enabling faster iteration and delivery of new functionality to meet customer needs and stay ahead of the competition.
- Enabled international expansion and enterprise readiness by leading cross-functional efforts to **achieve SOC 2 and GDPR compliance** through implementation of key security and data governance controls.

### Dell Technologies [↗](#)

Senior Technical Product Manager | Live Optics

Egypt (Hybrid — EET/EEST)

Jul 2022 - Apr 2024 | [🔗](#)

- Drove a 10% increase in upsell opportunities by developing an enterprise infrastructure sizing tool that modeled **data protection deployment needs** using capacity and workload insights.
- Accelerated early adoption by 15% through the rollout of an interactive workload visualization dashboard, enabling customers to benchmark infrastructure needs and optimize deployment planning.
- Reduced support resolution times by 20% while improving knowledge retention through a structured product onboarding & training program.

### Senior Program Resource Manager | Managed Services

Aug 2018 - Sep 2021 | [🔗](#)

- Enhanced team SLA to the 95%+ level by optimizing relevant resource deployment and utilization tracking metrics.
- Reduced resource allocation time by 15% via introducing improvements to reporting templates and standard operating procedures, making the distribution more informative and visual.
- Received multiple awards for effective escalations management, stakeholder communication, and team orchestration which impacted visibility and efficiency.

## Zyda

Product Manager | Growth & Partnerships

Egypt (Hybrid — EET/EEST)

Oct 2021 - Jun 2022 | 

- Decreased cost of acquisition by 10% by spearheading the onboarding and technical **integration of a regional POS aggregator**, streamlining inventory management and payment operations for existing clients and potential leads.
- Improved CSAT by 25% by proactively addressing technical integration issues with payment gateways and delivery partners, ensuring smooth transaction processing and timely order fulfillment.
- Refined client on-time delivery and order accuracy rates by 15% through the successful onboarding, technical integration, and comprehensive product documentation of **3 new regional delivery partners**, ensuring seamless last-mile delivery operations.

## VeraSafe

Technical Product Manager

United States (Remote — CST/CDT)

Oct 2019 - Feb 2021 | 

- Supported 35+ SMBs in achieving privacy & security compliance by managing projects and IT advisory audits worldwide in accordance with EU & US privacy guidelines and best practices.
- Delivered the MVP for an **email security plugin** focused on misdirection prevention—owning feature definition, user flows, and early validation to establish product-market fit.
- Streamlined business operations by leading end-to-end IT initiatives—including vendor management, data migration, data protection, and a **full website redesign**—from planning through execution.

## Commercial International Bank

Technical Product Manager | Data Protection Infrastructure

Egypt (Onsite — EET/EEST)

Apr 2016 - Aug 2018 | 

- Reduced RTOs by 50% and decreased data loss potential by 30% by spearheading the implementation of a new and improved backup and recovery infrastructure for critical financial systems.
- Lowered storage costs by 20% by leading the development of a comprehensive data retention and archiving policy, while ensuring alignment with regulatory compliance requirements.
- Enhanced operational efficiency by 40% and minimized the risk of human error by automating key backup and recovery processes.

## IBM

Senior Product Support Specialist | Spectrum Protect

United States (Remote — EST/EDT)

Jun 2012 - Apr 2016 | 

- Reduced support costs by supporting the launch for remote technical support and knowledge base development programs.
- Enhanced team utilization by contributing in beta-testing and consolidating tools to meet the needs of software support teams.
- Improved team KPIs by contributing to the hiring selection, and coaching newly-joined product support members.

## SKILLS & QUALIFICATIONS

---

### Professional Certifications

- Scrum.org | Professional Scrum Product Owner Dec 2022
- PMI | Agile Certified Practitioner Sep 2022
- Oregon State University | Certified Technical Writer Jun 2020

### Academic Education

- Cairo University | BSc. Computer & Communications Engineering Jan 2011

### Domain Knowledge

- **Product Management:** Strategy development, outcome-based roadmapping, and product-led growth (PLG) experimentation; stakeholder alignment at scale, lifecycle management, and churn reduction using data-driven insights.
- **FinTech, Payments & Compliance:** Expertise in subscription management, billing and invoicing, global payment gateways, PCI DSS compliance, and KYC/fraud prevention; proven ability to balance regulatory requirements with scalable revenue growth.
- **Artificial Intelligence:** Integration of AI and large language models (LLMs) to optimize workflows, improve product discovery, and design no-code/low-code solutions that drive monetization and enhance user experience.
- **Data Protection & Privacy:** Experience applying GDPR, CCPA, and international data protection standards; embedding privacy by design in product development, leading compliance audits, and aligning practices with enterprise security requirements.

### Tools & Platforms

- **Product/Project Management:** Jira, Asana, Aha!, Linear, Teamwork, Notion, Confluence, Zendesk
- **Payments & Billing:** Stripe, PayPal, Braintree, WorldPay, Cybersource, Tap, Chargebee, Maxio, Pelcro
- **AI Solutions:** Github Copilot, Ollama, Lovable, Replit, ChatGPT, Gemini
- **Data & Experimentation:** Mixpanel, Growthbook, Intercom, Snowplow, Looker, SQL, Excel, Google Sheets
- **Design & Prototyping:** Figma, Miro, Photoshop, Balsamiq
- **Dev Tools:** Postman, GCP, HTML/CSS, Javascript, Python, Ngrok, Supabase

## INITIATIVES

---

### basil.ai

May 2025 - Present

- Designing a **fintech app** to combat budgeting fatigue in underserved markets; defining MVP narrative, architecture, and monetization experiments to validate product-market fit.