CV

Sherif Shalabi | Product Management & Leadership

✉ sherif@produxman.me · 🔗 LinkedIn · ⏰ My Portfolio · 💬 Schedule a Call

PROFILE

15+ years driving global product impact, shaping vision & strategy across enterprises, SMEs, and startups at different stages, delivering double-digit ARR growth through scalable systems, customer-centric innovation, and cross-functional leadership

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:** 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
Austria (Remote — EET/EEST)

Senior Technical Product Manager | Billing & Identity   Sep 2024 - Present | 👤

- **Led transition to a service-oriented billing system by** driving vendor selection, migration, and implementation to unlock ARR uplift.
- **Directed revamp for account management to** reduce support load, improve self-serve UX, and enable enterprise-scale growth.
- **Co-developed 0→1 AI product monetization strategy by** designing pricing models, packaging hypotheses, and billing architecture.

Pelcro
Canada (Remote — EST/EDT)

Head of Product   Mar 2023 - 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 Market-Based Pricing with advanced analytics for personalized pricing.
- **Sustained 90%+ SLA and CSAT by** leading Product Support and coaching PMs to improve execution and cross-functional alignment.
- **Reduced ARR churn by 15% by** deploying a predictive churn model based on leading indicators for key client accounts.

Senior Product Manager   Feb 2022 - Mar 2023 | 👤

- **Boosted retention by 10% by** revamping financial reporting and analytics for subscription billing.
- **Achieved 30% adoption uplift by** enhancing the public API to support new integrations and expand ecosystem reach.
- **Reduced billing fraud by 40% by** leading development of a fraud detection and prevention system.
- **Increased campaign conversions by 20% by** launching segmentation and workflow automation for targeted marketing.

Product Manager   Feb 2021 - Feb 2022 | 👤

- **Increased self-serve adoption by 20% by** revamping customer help portal with structured documentation and FAQs.
- **Enabled international expansion by** achieving SOC 2 and GDPR compliance through cross-functional controls.
- **Reduced time-to-market for new features by 25% by** leading agile framework methodologies adoption and faster iteration.

Dell Technologies
Egypt (Hybrid — EET/EEST)

Senior Technical Product Manager | Live Optics   Jul 2022 - Apr 2024 | 👤

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

Senior Program Resource Manager | Managed Services   Aug 2018 - Sep 2021 | 👤

- **Improved SLA performance to 95%+ by** optimizing resource deployment and utilization tracking.
- **Cut allocation time by 15% by** redesigning reporting templates and SOPs for better visibility.
- **Earned multiple awards** for escalation management, stakeholder communication, and team leadership.

Zyda
Egypt (Hybrid — EET/EEST)

Product Manager | Growth & Partnerships   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
United States (Remote — CST/CDT)

Technical Product Manager   Oct 2019 - Feb 2021 | 👤

- **Supported 35+ SMBs in achieving compliance by** managing privacy and security projects and audits across EU and US.
- **Delivered MVP of** an email security plugin to establish product-market fit through feature definition and early validation.
- **Streamlined operations by** leading vendor management, data migration, and website redesign initiatives.

Commercial International Bank

Egypt (Onsite — EET/EEST)

Technical Product Manager | Data Protection Infrastructure

Apr 2016 - Aug 2018 | &

- **Reduced RTOs by 50% and data loss risk by 30%** by implementing a new backup and recovery infrastructure.
- **Lowered storage costs by 20%** by developing a data retention and archiving policy aligned with compliance.
- **Increased efficiency by 40%** by automating key backup and recovery processes.

IBM

United States (Remote — EST/EDT)

Senior Product Support Specialist | Spectrum Protect

Jun 2012 - Apr 2016 | &

- **Reduced support costs** by launching remote technical support and a knowledge base program.
- **Improved utilization** by beta-testing and consolidating tools for support teams.
- **Improved KPIs** by supporting hiring and coaching new support staff.

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.

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

SKILLS

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