

# Sherif Shalabi | Product Leader – B2B SaaS & FinTech

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15+ years driving global product impact across 5 regions; built user-centric platforms for enterprises and SMEs, delivering double-digit ARR growth through scalable billing systems, payments innovation, churn reduction, and monetization strategies — powered by clean execution and a lot of coffee.

## PROFESSIONAL EXPERIENCE

### Meister [↗](#)

Sr. 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—partnering with 5+ leading providers and enabling credit cards, digital wallets, and direct bank transfers to deliver broader reach and flexible customer payment options.
- 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.
- 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.
- Delivered 30% adoption uplift among paying accounts by enhancing the public API to enable new integrations and expand third-party ecosystem support.

Sr. 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.
- 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 [↗](#)

Sr. 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.
- Reduced support resolution times by 20% while improving knowledge retention through a structured product onboarding & training program.

Sr. 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.
- Increased team productivity by automating project management processes and tools for all client-facing projects.
- 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

### Sr. Product Support Specialist | Spectrum Protect

United States (Remote — EST/EDT)

Jun 2012 - Apr 2016 | 

- Reduced technical support costs by supporting the launch for remote software technical support and knowledge base development programs within the IBM Cairo center of excellence.
- 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 candidate hiring selection, and providing coaching and training to 5+ newly-joined product support members.

## INITIATIVES

### Senza

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

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

### Education

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|---|----------|
| - Cairo University   BSc. Computer & Communications Engineering | Jan 2011 |
| - Languages: English (Fluent), Arabic (Native/Bilingual)        |          |

## SKILLS

### Domain Knowledge

- **Product Management:** Driving strategy through commercial modeling, outcome-oriented roadmapping, and PLG experimentation; aligning stakeholders at scale, managing lifecycles, and reducing churn through data-driven insights.
- **FinTech, Payments & Compliance:** Deep expertise in subscription management, billing & invoicing, global payment gateways, PCI DSS, and KYC/fraud prevention; proven ability to balance compliance with scalable growth.
- **Data Protection & Privacy:** Applying GDPR, CCPA, and global data protection principles; embedding privacy by design in product development, driving compliance audits, and aligning practices with enterprise security standards.
- **Artificial Intelligence:** Applying AI and LLM integration to optimize workflows, enhance product discovery, and design no-code/low-code solutions that improve monetization and user experience.

### 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:** 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