# Sherif Shalabi | Product Leader – B2B SaaS & FinTech

✉ sherif@produxman.me · in LinkedIn · 🐼 Showcase · 💬 Schedule a Call

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** ⬈                                              United States (Remote — CST/CDT)
Technical Product Manager                                              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** ⬈                                 Egypt (Onsite — EET/EEST)
Technical Product Manager | Data Protection Infrastructure              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** ⬈                                                    United States (Remote — EST/EDT)
Sr. Product Support Specialist | Spectrum Protect                        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

**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

**Education**
- 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