

# Sherif Shalabi | Product Management & Leadership

✉ [sherif@produxman.me](mailto:sherif@produxman.me) • [in 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


Technical Product Manager | Data Protection Infrastructure

Egypt (Onsite — EET/EEST)  
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

Senior Product Support Specialist | Spectrum Protect

United States (Remote — EST/EDT)  
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

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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

- |   |          |
|---|----------|
| - 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