

Product Leader (8+ Years) specializing in scaling B2B SaaS from **0-to-1** to enterprise adoption. Proven track record of **diagnosing complex user pain points** and crafting **strategic product solutions** that solve critical challenges for thousands of employees globally. Expert in navigating ambiguity, managing cross-functional teams, and delivering high-impact systems that solve critical business problems (HR Tech, Fintech, Compliance).

CORE COMPETENCIES

Product Strategy	B2B / Technical PM	Technical Advantage
<ul style="list-style-type: none">Roadmap PlanningAgile & Scrum LeadershipGTM & Feature LaunchRequirements GatheringUser Research/UX	<ul style="list-style-type: none">SaaS Platform ScalingAPI & Integration StrategyEnterprise Security/PrivacyData-Driven Decision MakingStakeholder Management	<ul style="list-style-type: none">ML/AI Fluency (PyTorch/NLP)SQL & Data AnalyticsSystem Architecture DesignRapid PrototypingTechnical Feasibility Analysis

WORK EXPERIENCE

Head of Product <i>SHAPE Global Ltd</i>	Jul 2023 - Aug 2025 <i>Remote / London, UK</i>
<ul style="list-style-type: none">Product Strategy: Owned the vision and execution for SHAPE’s transition from a survey tool to a comprehensive HR intelligence platform.Leadership: Managed cross-functional teams (Engineering, Design, QA) to deliver weekly sprints and major quarterly releases.Enterprise Scale: Launched enterprise-grade features including Role-Based Access Control (RBAC), multi-level org hierarchy mapping, and admin portals.Commercial Impact: Delivered key integrations and partner portals that enabled B2B customer retention and expansion.	
Product Manager (Founding Member) <i>World Flourishing Organization</i>	Nov 2024 - Jul 2025 <i>Remote</i>
<ul style="list-style-type: none">0-to-1 Innovation: Led the definition and development of a novel compliance framework for measuring organizational health.Requirement Definition: Translated academic research into actionable product requirements and scoring logic.Prototyping: Built functional prototypes to validate the "Flourishing Standard" with early stakeholders.	
Technical Product Lead <i>SHAPE Global Ltd</i>	May 2021 - Jun 2023 <i>Remote</i>
<ul style="list-style-type: none">Technical Execution: Architected proprietary privacy algorithms, solving a critical customer pain point around survey anonymity.Performance Scaling: Oversaw the backend optimization (caching pipelines) to support complex real-time reporting dashboards.Feature Delivery: Collaborated with engineering to ship complex multi-layered reporting features on time and high quality.	
Product Innovation Manager <i>SHAPE Global Ltd</i>	Sep 2019 - May 2021 <i>Remote</i>

- **User Experience:** Redesigned user onboarding flows and survey configuration tools, significantly reducing setup time for new clients.
- **differentiation:** Pioneered a unique "Scoring" methodology that became a key product differentiator in the market.

Technical & Data Analyst

Oct 2017 - Sep 2019

SHAPE Global Ltd

Remote

- Gathered early user feedback to drive iteration of the initial product MVP.
- Defined the logic for survey analytics and reporting workflows.

Product & Data Analyst

Mar 2017 - Nov 2017

Ofono App

Remote

- Worked on core user features for capturing emotional feedback (sliders, emojis).
- Developed data structures for emotional tagging and sentiment analysis.

ADDITIONAL EXPERIENCE & EDUCATION

Machine Learning Researcher (Part-Time)

2018 - 2019

LUMS

Published research on Explainable AI (ICLR Workshop), sharpening ability to evaluate AI technologies.

BSc (Hons) in Economics

2016

Lahore University of Management Sciences

High Distinction

PUBLICATIONS & SELECTED WORK

- **ICLR 2022 CSS Workshop:** "Explainable AI: Object Recognition With Help From Background" (Co-author)
- **Privacy-Centric Algorithms Demo:** razahashmi.github.io/files/privacy_demo.html
- **Whitepaper:** Scoring System Design (razahashmi.github.io/files/SPS.html)