Contact

www.linkedin.com/in/alimhabidi (LinkedIn)

Top Skills

AI Strategy
Market Research
Product Strategy

Languages

Marathi (Full Professional)
Hindi (Native or Bilingual)
English (Native or Bilingual)
Urdu (Native or Bilingual)

Certifications

Certified Product Manager
Project Management Professional

Ali Abidi

Acquisitions, Director at Packt (Generative AI and Machine Learning)
Bengaluru, Karnataka, India

Summary

Strategic Products, Acquisitions leader and Podcast Host with 11+ years of experience
driving transformational growth in tech publishing and digital services. Demonstrated
success in managing £10M+ portfolio revenue while pioneering AI-powered solutions and
building high-performance teams. Known for implementing data-driven frameworks that
have delivered 41% improvement in quality metrics and £526K+ in incremental and
strategic partnership revenue. Proven track record of scaling revenue through innovative
author acquisition strategies, building high-performing teams, and implementing data-
driven operational frameworks. Known for combining strategic thinking with technical
acumen to drive organizational growth and innovation.

Leadership | Content Acquisition and Negotiations | Consumer Insights and Analytics | Relationship Management | Brand Building | Content Marketing | Product Management | Portfolio Management

Technical Skills :
• Analysis tools: PowerBI and Metabase
• Databases : MySQL and MSSQL
• Prototyping : Moqups, Figma and InVision
• Project Management : JIRA, Leankit, Asana and Trello
• Product skills : JTBD Framework, UI/UX, A/B Testing, dual track
Agile and Design thinking

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Experience

Packt

6 years 5 months

Acquisitions, Director
May 2023 - Present (1 year 9 months)

Led high-performing team of 8 Group Product Managers overseeing £12M portfolio revenue; provided strategic direction to 80+ indirect reports across commercial & acquisition functions

Led Author Experience transformation: Implemented automated real-time BI dashboard for feedback management across publishing journey, replacing manual processes and enabling proactive service recovery

Achieved 41% improvement in Author Quality metrics (97 to 137/300) by implementing comprehensive Author NPS ecosystem and Acquisitions Playbook

Established Technical Advisory Boards (TABs) for 56 job roles across 8 portfolios, enhancing publication credibility through expert validation

Generated £526K incremental revenue through strategic vendor partnerships; developed scalable Vendor Partnership Playbook positioning Packt as preferred publishing partner

Program Manager for LinkedIn Sales Navigator deployment 100 licenses; drove 240% increase in author discussions and achieved 94% user proficiency

Architected AGPM Development Program achieving 100% probation success rate for 8 AGPMs; launched comprehensive PPM Academy Level 5

Built 36-member BDE team managing 4,500 monthly qualified prospects; established acquisition excellence framework through specialized academies

Maintained 93.14% average monthly performance in author contracting (target: 56 contracts) despite resource constraints; highest achievement: 112.50%

Developed Author Sensitivity Risk Assessment framework analyzing 650+ authors across 400+ titles; created BI dashboard for strategic portfolio management

Pioneered GPT-powered Author Success Quotient (ASQ) leveraging ML for automated author quality assessment across verticals

Reduced voluntary attrition by 14.3% YoY through targeted engagement initiatives; launched Graduate Training Program with premier technical institutions

Conceptualized and implemented LLM BookClub, transforming traditional publishing model into multi-channel revenue ecosystem with premium community platform

Associate Group Product Manager
July 2022 - May 2023 (11 months)

Led product team for ML/AI publishing portfolio delivering £1.02M revenue; achieved 25% YoY growth through strategic product development and market expansion

Managed team of 5 Product Managers overseeing end-to-end product lifecycle; orchestrated cross-functional collaboration between editorial, engineering, marketing, and sales teams

Implemented data-driven decision making framework utilizing market analysis, customer research, and performance metrics to optimize product roadmap and portfolio strategy

Established Agile methodologies across portfolio teams, reducing time-to-market while enhancing product quality and customer satisfaction

Developed comprehensive product strategy for emerging technologies (ML, AI, LLM), aligning portfolio direction with market trends and customer needs

Created and executed strategic roadmaps prioritizing high-impact features and releases; drove continuous product innovation through systematic customer feedback integration

Streamlined portfolio management processes through KPI-driven performance tracking and regular impact assessment

Leveraged AWS technologies and prototyping to accelerate product development cycle and enhance market competitiveness

Publishing Product Manager
January 2021 - July 2022 (1 year 7 months)

Led AI/ML publishing portfolio delivering multiple bestsellers including "Snowflake Cookbook," "Learn Amazon SageMaker 1st/2nd Edition," "Python NLP Cookbook," and "Mastering NLP from Foundations to LLMs"

Built and nurtured relationships with industry experts and thought leaders, establishing strong community presence and attracting high-caliber authors in AI/ML domain

Orchestrated end-to-end product development from market research and author acquisition to content development and successful market launch

Developed comprehensive content strategy aligned with emerging tech trends, ensuring market relevance and commercial success of publications

Implemented structured mentorship program for authors, driving content quality and maintaining high author satisfaction scores

Created author success framework focusing on market positioning, content optimization, and go-to-market strategy for technical publications

Established community insider network of AI/ML practitioners, leveraging relationships for technical validation and market insights

Achieved consistent delivery of high-quality technical content through robust development process and expert community engagement

Associate Publishing Product Manager
September 2018 - January 2021 (2 years 5 months)

Developing extensive portfolio of commercially successful titles and acquiring high level industry experts to author and review technical titles for Packt Publishing Ltd.

Building relationships with authors and key Tech community owners. Project managing titles from the initial commissioning process to publication.Developing commercially beneficial networks and relationships with software companies such as AWS and Microsoft.

Engaging in the peer-review of other Editor's portfolios. Writing copy for titles. Managing and executing marketing strategy campaigns. Surfacing and solving issues raised by authors. Analyzing and evaluating previous titles' commercial success. Editing and proof-reading chapters.

• Solid commercial awareness in the publishing sector.
• Experience solving problems during the publishing cycle
• Strong stake holder management skills.
• Experience in engaging with social media and electronic media communities.
• Established strong relationship with several technology communities.
• Established myself as an integral and knowledgeable member of the commissioning and acquisition team.
• Proven ability to motivate and organize problematic authors.
•   Schedule building and contracting subject matter experts on board.
•   Defining project scope for Flagship books to help gain clarity between internal and external stake holders.
•   Determining the work break down to pages/per day structure to help in book writing schedule.
•   Creating and finalizing Product information sheet to publish across 80+ sales channels like Amazon, Safari etc.
•   Evaluating book proposals led by Subject matter experts in Artificial Intelligence, Machine Learning, Deep Learning, Reinforcement Learning, Meta Learning and other Data Science categories to final committed titles.

Directi
4 years 5 months

Product Quality Analyst
November 2016 - September 2018 (1 year 11 months)
Mumbai, Maharashtra, India

Led comprehensive product quality testing initiatives across platforms, executing end-to-end manual testing scenarios and documenting detailed test cases

Performed API testing using Postman for RESTful services; created and maintained test suites with various parameters for functionality verification

Developed and implemented robust QA frameworks including test plans, test cases, and automated scripts for regression testing

Conducted thorough user acceptance testing (UAT) across multiple user roles and scenarios; documented and tracked bug resolution through JIRA

Established quality metrics and KPIs; reduced bug escape rate by 40% through enhanced testing protocols and systematic review processes

Created and maintained test environments simulating production scenarios; validated system behavior under various load conditions

Implemented automated testing workflows resulting in 60% reduction in manual testing time and improved coverage

Developed comprehensive service level agreements (SLAs) for internal and external stakeholders; consistently achieved 95% compliance

Led cross-functional team meetings to review quality metrics, conducted root cause analysis, and implemented corrective measures

Established and maintained quality documentation including test plans, test cases, and standard operating procedures (SOPs)

Orchestrated security testing protocols ensuring compliance with organizational information security policies and guidelines

Senior Solutions Specialist
November 2015 - November 2016 (1 year 1 month)
Mumbai Area, India

Led DNS architecture and optimization initiatives, managing complex routing configurations and implementing redundancy protocols to achieve 99.9% uptime for enterprise clients' domain infrastructures

Orchestrated comprehensive domain management solutions, including strategic domain portfolio administration, transfers, and DNS record configurations for global enterprises handling 1000+ domain portfolios

Spearheaded web hosting implementations across multiple platforms (Linux/ Windows), optimizing server configurations and resource allocation for maximum performance and scalability

Demonstrated expertise in server management through cPanel/Plesk, implementing security hardening protocols and performance optimization for 500+ client servers

Architected and deployed diverse web applications leveraging PHP, ASP.NET, Perl, and FastCGI, ensuring optimal performance and seamless integration with existing infrastructure

Implemented and customized CMS solutions including Drupal, WordPress, DotNetNuke, and Magento, delivering tailored e-commerce and content management solutions for enterprise clients

Executed advanced database management procedures, including automated backup strategies, performance tuning, and disaster recovery protocols for business-critical data

Designed and implemented enterprise-grade email solutions, configuring POP3/IMAP/SMTP protocols and ensuring robust security measures and spam protection

Managed end-to-end SSL/TLS certificate lifecycle, including issuance, installation, and renewal processes for securing client web applications and maintaining compliance standards

Developed custom solutions using Website Builder platforms, creating responsive, user-friendly websites optimized for performance and search engine visibility

Solutions Specialist
May 2014 - November 2015 (1 year 7 months)
Mumbai Area, India

Supported DNS configuration and troubleshooting, assisting with routing setups and maintaining domain infrastructures for client websites

Managed domain registration processes and DNS record configurations, helping clients with domain transfers, renewals, and basic DNS management tasks

Provided web hosting support across Linux and Windows platforms, assisting customers with server setup and resolving hosting-related technical issues

Utilized cPanel/Plesk control panels to assist clients with website management, performing regular maintenance and basic security updates

Supported clients with web applications using PHP, ASP.NET, Perl, and FastCGI, troubleshooting integration issues and ensuring proper functionality

Assisted in the installation and configuration of popular CMS platforms including WordPress, Drupal, DotNetNuke, and Magento, providing technical support for common issues

Performed database maintenance tasks including backups and restorations, ensuring data integrity and availability for client websites

Configured and troubleshot email services, helping clients set up POP3/IMAP/ SMTP protocols and resolving common email delivery issues

Assisted in SSL certificate deployment, guiding clients through the installation process and basic security implementations

Helped customers utilize Website Builder tools to create and maintain their web presence, providing technical guidance for optimal results

Tech Mahindra
Retention Specialist
July 2013 - April 2014 (10 months)

Drove customer retention initiatives through proactive engagement, successfully identifying and addressing customer concerns before escalation, resulting in improved satisfaction rates

Developed and executed targeted retention strategies, analyzing customer feedback to create personalized solutions including service adjustments and loyalty incentives

Managed a portfolio of 200+ enterprise software clients, maintaining strong relationships through regular check-ins and quarterly business reviews

Generated comprehensive weekly and monthly retention reports, tracking key metrics including churn rate, customer satisfaction scores, and resolution times

Implemented and optimized CRM programs using modern platforms, creating automated email and SMS campaigns that increased customer engagement by 35%

Collaborated with product teams to translate customer feedback into actionable improvements, contributing to enhanced product features and service offerings

Conducted thorough analysis of customer complaints and escalations, developing systematic solutions that reduced churn rate by 20%

Designed and executed successful win-back campaigns through strategic outreach and customized offerings, recovering valuable accounts at risk

Led customer satisfaction surveys and feedback collection initiatives, providing detailed insights to leadership for service improvement strategies

Maintained detailed documentation of customer interactions, resolution strategies, and success stories, creating a knowledge base for team reference

Education

Bombay Cambridge School Andheri East
High School

University of Mumbai
PGDM Business Administration