Sahand Sorouri
Senior Product Manager

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Customer-Driven Senior Product Manager with over 6 years of experience driving digital product innovation and monetization in high-growth environments. Specializes in using data-driven insights, rigorous experimentation, and cross-functional collaboration to optimize conversion funnels, retention, and revenue expansion. Proven ability to define actionable product roadmaps that enhance user engagement and subscription growth for both B2B and B2C markets. Passionate about leveraging user psychology and market analytics to deliver compelling, intuitive experiences that drive monetization.

Work Experience

Nextop Tech Company ↗ Dubai, UAE   2024 - 2025 [1 year]
Cryptocurrency Financial Company, Specializing in Crypto, B2B, B2C, Web & Mobile

Senior Product Manager, TopChange Product ↗   May 2024 – Apr 2025 (1y)
Leading Middle Eastern Crypto Platform: 2M+ transactions/month, 1M+ active users

- Launched **beginner-friendly crypto trading tools**, increasing revenue by 50%.
- Reduced onboarding friction by 35% through simplified UI and real-time analytics.
- Redesigned platform UI/UX based on **customer feedback loops**, boosting engagement by 25% and achieving a 4.8/5 user satisfaction score.
- Expanded MENA market presence by 30% through **localized tokenomics** (staking, yield farming), attracting 50K+ retail traders.

SnappFood Company ↗   2018 - 2023 [5 years]
eCommerce Marketplace, Food Tech, B2B, B2C, Web & Mobile: 10M+ monthly transactions, 4M MAU, 80K partners, 2K employees

Head of Product, QBAR Startup ↗ (Company's Initiative)   Mar 2022 – Aug 2023 (18mo.)
QR-facilitator: 1M+ monthly visitors, 3K+ B2B subscriptions

- Built and led a 20-member cross-functional team, reducing time-to-market by 25% through **agile workflows** and weekly user feedback.
- Automated CRM processes to slash B2B partner onboarding from 30 days to 3 days, improving **partner satisfaction (NPS +20)**.
- Secured $0.5M+ funding for nationwide expansion by aligning stakeholders on a **user-centric roadmap**, scaling to 15 cities with flat operational costs.

Senior Product Manager   Sep 2020 – Feb 2022 (18mo.)
Spearheaded key strategic projects, working directly with SnappFood's Chairman of the Board

- Built a Growth Product Strategy team (5 members) that accelerated KPI achievement by 60%.
- Launched **Cash-on-Delivery SaaS** for unbanked users, increasing transaction success rates by 5% and retention by 20% (4.6/5 satisfaction score).
- Co-designed Iraqi delivery platform (10K+ monthly orders), integrating cash payments and regional cuisine.
- **Designed delivery price segmentation** using AI, reducing annual logistics costs by 20% while maintaining service quality.

Product Manager   Sep 2018 – Aug 2020 (2ys)

- Automated seller onboarding using **ML algorithms**, unifying 60K+ product listings (30% faster search) and slashing onboarding time from 30 days to 1 week.
- Expanded online supermarkets to 10 cities during COVID-19, serving **500K+ households** (40% low-income) via AI-driven route optimization, cutting delivery costs by 15%.
- Introduced in-app advertising product, enabling vendors to bid on service-area promotions, driving a **15% increase in vendor engagement**.

Customer-Centric Skills: User Journey Mapping · VoC Analysis · UX Research · User-Centered Design
Technical Expertise: Blockchain (Solidity, MetaMask) · DeFi · Smart Contracts · SQL/Python · Agile · Jira/Figma
Business Leadership: Product Lifecycle · Roadmap Development · Stakeholder Management · Compliance Frameworks

Education

Sharif University of Technology (2018)
Bachelor of Electrical Engineering
Ranked Top 0.003% Nationally (9th out of 300,000+ applicants) · Coursework: Product Design, Business Analytics

Interests

Artificial Intelligence
Chess and Strategic Games
Bouldering (Rock Climbing)
Global Market Trend Analysis
Community Leadership & Nonprofits

Certificates

AI for Product Management ↗
Aha! Product Management ↗
DeFi & Tokenomics (In Progress)
Data Analysis ↗, ↗
Statistics ↗, ↗, ↗