Menna Yassin

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Skills & Interests

Product Management: Product Strategy & Vision, Roadmap Ownership, Full Lifecycle Management (Concept - Launch - Scale), OKRs & KPI Development, Agile/Scrum

Safety & Operations: Roadway & Vehicle Safety Expertise, Regulatory Alignment, Risk & Compliance

Technology & Data: AI/ML Product Design, Multimodal AI, SaaS & Marketplace Platforms, Cloud Migration (Azure), SQL, GA4, Heap, R, SPSS, Jira

Growth & GTM: Go-to-Market Strategy, A/B Testing, User Acquisition & Retention, Revenue Optimization Features, Marketplace Bidding Systems

Leadership: Team Lead/Supervisor, Cross-functional Collaboration, Change Management, Stakeholder Influence, Executive Buy-in, Mentoring & Coaching

Interests: piano (self-taught), strategy/memory team games, fitness (weightlifting), mentorship (college students)

Relevant Experience

Litty - Tech Startup   New York, NY
Lead Product Manager   02/2025-Present

- Defined and owned product strategy and roadmap for a B2B2C SaaS marketplace (540K+ users, 75+ venue partners, enterprise clients including Meta & Pfizer).
- Designed and launched revenue optimization features (sponsored placements, discount codes, subscription trials, referral incentives), increasing subscribed venue bookings 10x.
- Designed customer marketplace features for Premium tier, enabling businesses to bid on private event requests.
- Shipped AI-powered concierge chat assistant (Elena) from concept-launch-scale, improving bookings by 15%.
- Designed and launched venue matchmaker tool enabling multi-inquiry submissions and offer comparisons; scaled adoption across 540K+ users and 75+ venues.
- Ran A/B testing and SQL driven analysis with Heap metrics on landing pages, promotions and blog pages, reducing homepage bounce and improving search conversion by 18%.
- Launched trial program that delivered 100% conversion from trial to paid subscriptions, with zero churn among subscribed venues and consistent growth of new partners.
- Built and led team of 6 engineers, designers and marketers to deliver product features on aggressive timelines.

USDOT - NHTSA   New York, NY
Senior Program Manager/Technical Product Manager, Govtech   01/2022-02/2025

- Led the $100M+ Safety Systems Division program of digital transportation safety tools (CDAN), overseeing lifecycle from requirements to deployment to modernize transportation data collection platforms and decision-making to implement life-saving regulations for the automotive industry.
- Oversaw multidisciplinary team of 40+ engineers, data scientists, developers and led Agile playbooks for sprint planning, roadmap tracking, and iterative delivery across multiple product initiatives (Crash Viewer, CISS, FARS, AV Test) that advanced crash analysis for regulatory and research purposes.
- Influenced executive leadership to adopt AI-driven automation for crash investigations, leading to the launch of VIPER, an AI-powered data extraction tool that reduced manual entry errors and cut case processing time by 30%.
- Partnered with engineers and data scientists to translate user feedback into product requirements, user stories, and backlog items
- Led migration of safety data platforms to Microsoft Azure Cloud, enabling scalable, secure access for stakeholders.

GSA - Public Buildings - Design & Construction New York, NY
Supervisory Engineering Manager 12/2019 – 01/2022

- Directed the $50M+ Manhattan Region 2 Capital Design & Construction Portfolio, coordinating staff, contractors and vendor teams from planning to deployment to ensure operational readiness of mission critical facilities.
- Supervised cross-functional team of 14 engineers, architects and project managers, fostering a culture of accountability and excellence.
- Managed end-to-end program delivery, including requirements definition, risk mitigation, budget forecasting, and multi-year scheduling.
- Implemented standardized program management frameworks to improve portfolio tracking and reporting.

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Additional Experience

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USDOT - FHWA Washington, D.C.
Senior Program Manager, Safety 01/2017-12/2019

- Directed national roadside safety design program as national safety expert, providing technical guidance and interpretation of engineering standards to engineers, and international stakeholders.
- Owned program roadmap for FHWA's Roadway Departure team, managing cross-functional projects that advanced safety risk management practices and led to updates to national codes, standards, and federal policy.
- Delivered technical findings and data-driven safety countermeasure recommendations to FHWA leadership, Congress, and AASHTO committees, driving continuous improvement and reducing roadway fatalities nationally.
- Collaborated cross-functionally with NCHRP, AASHTO committees, manufacturers, and crash testing labs to ensure alignment of design practices with safety management system principles and support national safety innovation.

FDOT - Transportation Planning, Design & Construction New York, NY
Program Manager/Project Manager 08/2012 – 01/2017

- Managed $6.6B+ transportation infrastructure program, overseeing end-to-end lifecycle of transportation improvement projects partnering with fed. agencies to align requirements, schedules and funding.
- Delivered 90+ public and executive presentations to elected officials and stakeholders on transportation projects and community mobility impacts.

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Education

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University of South Florida Tampa, FL
PhD, Civil Engineering 2019
Dissertation: Steady State Hydroplaning Risk Analysis and Evaluation of Unsteady State Effects
Relevant Experience: Built predictive tool used by drainage engineers using advanced fluid dynamics modeling and crash statistical analysis to evaluate hydroplaning probability, integrating design parameters into actionable safety metrics.

University of South Florida Tampa, FL
Masters, Civil Engineering 2013
Concentration: Transportation Safety

University of South Florida Tampa, FL
Bachelors of Science, Civil Engineering 2011