SANAD Omaima

omaima.sanad@outlook.com| +33667361835 | Paris | linkedin.com/in/omaimasanad

PRODUCT MANAGER

5+ years in B2B SaaS with 2 years of focused experience in retail and e-commerce, demonstrating strong product strategy and user adoption skills. Proven ability to work with large user bases, contribute to product development, and drive business growth. Looking to apply customer-focused approach and teamwork skills in a Product Manager role.

KEY ACHIEVEMENTS

- **Marketing automation feature:**
End-to-end development (research → prototyping → 3-phase rollout) • 25% post-launch adoption rate
- **Onboarding transformation:**
Redesign based on 30+ enterprise clients • +20% product adoption, -30% support tickets
- **Large-scale EdTech deployment:**
Orchestrated launch for 500K+ end users with comprehensive go-to-market strategy
- **Revenue generation:**
20 upselling opportunities identified, 14 realized (70% success rate)

WORK EXPERIENCE

Product Manager / Customer success manager
SPLIO - CRM Solution (Saas) • Jul 2023- Mai 2025

-Customer support (Onboarding; definition and deployment of their CRM strategy)
-Conducted to product roadmap decisions through customer feedback analysis for 30+ enterprise clients
-Conducted User interviews to develop a new feature of marketing automation (adoption rate 25%)
-Organized user tests (Figma prototypes) for new features
-Conducted a 3 stages roll-out of a marketing automation feature and collected users feedbacks for last refinements
-Defined a new onboarding process based on customer's needs to boost the product adoption (+20%)
-Conducted Product Demos for Beta users and stakeholders
-Identified upselling opportunities and managed account risks → 20 opportunities detected, 14 realized

Product Manager/Customer success manager
UNOWHY - EdTech Software Publisher (Saas) • October 2020 - June 2023

-Led large-scale SaaS new products deployment across educational institutions serving 500K+ end users
-Conducted User interviews, defined insights to develop the Sqool software suite and user tests for UX iterations
-Wrote user stories and acceptance criteria in JIRA, ensuring product requirements met user needs
-Collaborated with Engineering and Design teams for backlog estimation and prioritization
-Created comprehensive product documentation, training materials (-30% support tickets in 6 months)
-Animated go-to-market content including documentation, webinars and video tutorials

Project manager
INCENTEEV - Software Publisher (Saas) • April 2019 - March 2020

-Optimized onboarding and tracked key metrics (NPS, CSAT, adoption) via quarterly account reviews
-Animated cross-functional design workshops and user research sessions leading to UI/UX improvements
-Animated stakeholder demos to inform product roadmap decisions and feature requirements
-Conducted user interviews and usability testing with 20+ sales directors to develop a coaching feature
-Identified upsell and cross-sell opportunities and coordinated with sales team to activate growth strategies

EDUCATION

Noé - Product Management Bootcamp
2025-Intensive training in product management

Sup de Pub - Paris
2018/2019-Master in Corporate Communication & Brand Strategy

ICHEC Brussels & ISCAE Casablanca
2015/2018 - Master in Operational Marketing

SKILLS

Product & Research: Design Thinking • User interviews • Usability testing • KPI analysis

Technical: Product Strategy • Feature Prioritization • Stakeholder Management • SQL (Beginner)

Tools: Jira • Figma • Notion • Miro • Confluence • Typeform

Languages: French (native) • English (advanced)