Anas B.
Senior Product Manager, Technical Business Analyst

SUMMARY

Product manager with experience in NFT project. - Almost 9 years of diverse experience in tech: Product Management, Agile Project Management and Business Analysis. - Upper-intermediate English. - Available ASAP

TECHNICAL SKILLS

Main Technical Skills	Scrum, Agile
Programming Languages	VBA
AI & Machine Learning	AI
Salesforce Ecosystem	Salesforce
.NET Platform	VBA
Data Analysis and Visualization Technologies	Business Intelligence (BI) Tools, Decision Tree, ML
Databases & Management Systems / ORM	Data Warehouse
Project Management & Administration	Acceptance Criteria, Communication Skills, Conceptualisation, Cross-functional Team Management, Design Thinking, Facilitation, Feedback Collection, Marketing research, MVP, Prioritisation, Problem Solving, Product Frameworks, Product Metrics, Product Roadmaps, Release Management, Retrospectives, Self Management, Stakeholder Management
Methodologies, Paradigms and Patterns	Agile, Kanban, Scrum, SDLC, User Stories
Collaboration, Task & Issue Tracking	Atlassian Confluence, Jira
BlockChain and Decentralized Software	DeFi, Metaverse, NFT
Soft Skills	Design Thinking, Research Skills
Platforms	Salesforce
UI/UX/Wireframing	UI/UX, User Interviews, Wireframes
Other Technical Skills	Business Glossary, Go-Live, Kalido, Metadata Discovery, Siebel

EXPERIENCE

Product Manager, Student platform

05/2021 - Present
Description: Student engagement platform for modern schools.
Responsibilities:

- Led the team during the delivery phase of rebranding to student platform from Boardingware.
- Researched, conceptualized, and implemented Product-Led Growth go-to-market strategy in the company.

- Researched, conceptualized & delivered Self-Signup (Free Trial) with Self-Onboarding, for a true SaaS experience.
- Led the team during the complete Product Delivery Lifecycle using the Design Thinking framework.
- Defined product-led Growth Metrics. Setting up an analytics system in place.
- Conducting Market Research for the Family App.
- Introduced & implemented Product Frameworks.
- Introduced & implemented Agile: Scrum, Story Points, Definition of Done, Burndown Charts, Cumulative Flow Diagrams.
- Coached and mentored Scrum Masters and Product Owners during the implementation of Scrum.

Senior Technical Business Analyst / Delivery Lead, Alex Solutions

07/2019 - Present
Description: Alex Solutions is a Melbourne-based startup providing Metadata Management Solutions.
Responsibilities:

- Led 50+ successful sprints from Q3 2019 to Q2 2021, translating business requirements to the engineering team.
- Bringing business value and managing scope along with product roadmap for different products of Alex Solutions' metadata management suite.
- Managing product backlog for systems such as Metadata Discovery & Ingestion, Business Glossary, and AI/ML.
- Creating User Personas, Story Maps, Priority Matrix, Wireframes, User Stories, and Acceptance Criteria.
- Project Delivery Responsibilities: Release Plans, Delivery Plans, and Estimates.
- Defining Success Metrics, Measures, and Key Performance Indicators (KPIs) to track product performance and success.
- Tracking and analyzing Team Capacity, Velocity, and general dynamics.
- Conducting productive Retrospectives. Coordinating with Marketing to successfully launch critical features.
- Implementing and ensuring Agile principles in the team. Facilitating Scrum ceremonies and curating Scrum artifacts.
- Collaborate across different departments and manage internal stakeholders, including C-suite.

Associate Product Manager, Careem (Uber)

01/2018 - 02/2019
Description: Careem is the largest ride-sharing company in the MENA region. It was acquired by Uber in 2019.
Responsibilities:

- Achieved demonstrable success in growing Careem from a startup to its acquisition by Uber worth 3.1 Billion dollars.
- The full responsibility of Operations Management System, used by ~3000 global users in various departments internally.
- Conceptualized and launched WhatsApp based customer support channel for Customers and Drivers.
- Conceptualized and launched a Car Type Management system to streamline ride offerings to Customers.
- Conceptualized and launched Driver Bulk Upload system to improve the efficiency of onboarding new drivers.

- Conceptualized and launched Push Messaging system to improve communication experience between City teams and drivers.
- Conceptualized and launched a new Driver Profile to enhance the Care experience.
- Improved and launched Customer Finance System to incorporate VAT compliance in UAE.
- Deprecated legacy systems and migrated 1500 users to a unified new platform.
- Helped define quarterly Objectives and Key Results (OKRs) and Key Performance Indicators (KPIs) in-line with company strategy.

Scrum Master, Careem (Uber)

07/2016 - 12/2017
Responsibilities:

- Servant-leader and master-facilitator for the Product Engineering Team.
- Proficient practitioner of Scrum and Kanban.
- Implemented and coached the team on Agile methods.
- Removed impediments between teams: established efficient communication channels and promoted a transparent culture.
- The ensured team remained focused, productive, and achieved their objectives.
- Played a crucial part in the establishment of the Level-2 support team as the company grew.
- Facilitated Agile (Scrum) ceremonies: daily stand-ups, backlog grooming, sprint planning, sprint reviews/demos, and retrospectives.
- Accountable for all Scrum artifacts: Sprint backlog, Velocity, Burndown Chart, and Definition of Done.
- Filled in the role as an Adhoc Product Manager, since April 2017. Launched routine improvement features and bug fixes in the Operations Management Systems.

Business Analyst, VentureDive (acqui-hired by Careem)

12/2015 - 06/2016
Description: VentureDive is a software development company specializing in social impact software.
Responsibilities:

- Delivered 14 successful sprints with the team, translating business requirements to the project team.
- Acted as a single point of contact between Careem's Product Team and Venture Dive's Development Team.
- Wrote user stories and acceptance criteria.
- Performed user acceptance testing.
- Curated product documentation in Confluence.

Business Analyst, Ibex Global

04/2015 - 11/2015
Description: IBEX Global is the leading BPO company in Pakistan.
Responsibilities:

- Worked remotely with Equinix in the client services department to provide support and business system analysis.
- Coordinating with internal stakeholders to provide a streamlined experience.
- Triaged 70+ cases per day during Equinix's migration from Siebel to Salesforce CRM.

Consultant Qordata (formerly Streebo)

04/2013 - 03/2015
Description: Qordata is a data analytics company specializing in the pharmaceutical and biotech industries.
Responsibilities:

- Worked remotely with AbbVie's on-shore team to maintain their Data Warehouse and Tableau Reporting.
- Developed an automated data validation tool using VBA (Macros) in MS-Excel; time reduced: 30 minutes to 1 minute.
- Managed routine operations in the Data Warehouse using Kalido tools.

Junior System Analyst, Al Intisar

06/2010 - 12/2012
Description: Al Intisar is an analytics solution and consulting provider in Pakistan.
Responsibilities:

- Junior System Analyst role for Business Intelligence (BI) and Data Warehouse (DWH) development for Meezan Bank.
- Executed and monitored routine processes. Provided regular reporting to the senior team & stakeholders.
- Maintained system documentation.

Online Marketing Executive, Frontal Labs (now defunct)

07/2011 - 12/2011
Description: Frontal Labs specialize in Augmented Reality.
Responsibilities:

- Utilized various online and social media marketing channels to promote the business.
- Maintained the company's tech blog, and other online and offline content.
- Limited business development using cold calling and cold emailing.

PROJECTS

HyperEdge System Pty Ltd

10/2021 - Present
Description:

- Working as a co-founder: market research, defining use case and MVP, business plan, pitch, and other startup related tasks
- Currently running on stealth mode (under NDA).

nifti.club

05/2021 - 09/2021
Description:

- Build your NFT community - with a vision to expand in the Metaverse.
- Launched a landing page to gauge market interest.
- Conceptualized the MVP with future roadmap defined.

• Currently on a hiatus.

EDUCATION

Bachelor of Computer Science & Information Technology, NED University of Engineering and Technology
01/2008 - 12/2012

CERTIFICATES

Entrepreneurship 2: Launching your startup.
University of Pennsylvania: Wharton Online

Entrepreneurship 1: Developing the opportunity.
University of Pennsylvania: Wharton Online

Querying the Microsoft SQL Server 2012