Osama Akhlaq
Senior Salesforce Product Owner

SUMMARY

- Software engineer with 5+ years of experience specializing in Salesforce ecosystems (Commerce Cloud, Sales Cloud, Service Cloud) and Microsoft Power Platform, driving significant KPI improvements and operational efficiencies.
- Proficient in backlog management, Agile methodologies (Scrum, Kanban), and API integrations via MuleSoft, delivering automation and migration projects that reduced process times by up to 40%.
- Strong technical background in React, Microservices, SQL, and cloud platforms (Microsoft Azure), with hands-on experience in legacy system migrations and e-commerce enhancements.

TECHNICAL SKILLS

Main Technical Skills	Salesforce (3 yr.)
JavaScript Frameworks	React (2 yr.)
Salesforce Ecosystem	Salesforce (3 yr.)
Wordpress Ecosystem	WooCommerce API
Data Analysis and Visualization Technologies	Business Analysis, Power BI, Tableau
Databases & Management Systems / ORM	MongoDB, Snowflake, SQL
Cloud Platforms, Services & Computing	Azure
Industry Domain Experience	Banking
Collaboration, Task & Issue Tracking	Asana, Atlassian Confluence, Atlassian Trello, Jira
UI/UX/Wireframing	Draw.io, Figma, Microsoft Visio
SDK / API and Integrations	Mulesoft (2 yr.), WooCommerce API
Project Management & Administration	Project Management
Platforms	Salesforce (3 yr.), SAP Hybris
	Scrum

Methodologies, Paradigms and Patterns	

WORK EXPERIENCE

Salesforce Product Owner - Royal Cyber (Migration of Rent-A-Center & Acima from SAP Hybris to Salesforce Commerce and Sales Cloud)

Duration: July 2024 – Present
Summary: This project involved migrating Rent-A-Center and Acima from SAP Hybris to Salesforce Commerce and Sales Cloud to enhance e-commerce capabilities and sales processes, aiming to improve customer engagement and operational KPIs.
Responsibilities:

- Owned the migration process, managed backlog, aligned stakeholders, and drove delivery.
- Monitored and improved key performance indicators related to visits and session duration.

Technologies: Salesforce Commerce Cloud, Salesforce Sales Cloud, SAP Hybris

Salesforce Product Owner - Royal Cyber (Indigo's Registry Migration on Salesforce Commerce Cloud)

Duration: July 2024 – Present
Summary: Migration of Indigo's registry to Salesforce Commerce Cloud, including delivery of multi-wishlist features and integration of Sales & Service Cloud to increase customer conversion rates.
Responsibilities:

- Defined and prioritized backlog for the migration.
- Delivered new features and integrated Salesforce clouds.

Technologies: Salesforce Commerce Cloud, Salesforce Sales Cloud, Salesforce Service Cloud

Salesforce Product Owner - Royal Cyber (Product Benchmarking and Case Studies for Enterprise Clients)

Duration: July 2024 – Present
Summary: Led product benchmarking and created case studies for enterprise clients such as M&M and Mars to support presales activities and inform product strategy.
Responsibilities:

- Conducted product benchmarking.
- Created case studies to support presales and strategy.

Digital Transformation Product Owner - Gargash Group (Digital Transformation Initiatives across Sales, HR, and Finance)

Duration: March 2024 – July 2024
Summary: Led digital transformation initiatives at Gargash Group focusing on automation and migration of legacy systems to improve operational efficiency in Sales, HR, and Finance

departments.
Responsibilities:

- Owned digital transformation initiatives and defined priorities.
- Directed migration of legacy applications from Visual Basic to Power Apps and Dynamics CRM.
- Delivered automation of manual workflows on PowerApps.
- Supported product delivery for outsourced projects including scope definition and vendor evaluation.

Technologies: Microsoft Power Platform (PowerApps), Dynamics 365, Visual Basic

R&D Technical Analyst - Myriad Associates (R&D Tax Claims Management)

Duration: March 2023 – March 2024
Summary: Managed end-to-end R&D tax claim processes for SMEs and RDECs across diverse technology domains to secure funding and support innovation.
Responsibilities:

- Assisted SMEs and RDECs in securing funding through R&D tax claims.
- Managed requirements gathering, technical analysis, and report submission.

Technologies: IoT, blockchain, VR, machine learning, software engineering

Product Owner – 2x Salesforce Certified - Royal Cyber (Supply Chain Efficiency Improvement at Jabil)

Duration: June 2021 – August 2023
Summary: Led initiatives to improve supply chain efficiency at Jabil, a Fortune 500 manufacturer, by enhancing Salesforce ecosystem and integrating MuleSoft to reduce processing time and support incidents.
Responsibilities:

- Owned initiatives to improve supply chain efficiency.
- Guided backlog and delivery for Salesforce enhancements.
- Prioritized fixes for MuleSoft integrations.

Technologies: Salesforce Sales Cloud, Salesforce Service Cloud, MuleSoft

Product Owner – 2x Salesforce Certified - Royal Cyber (Your Commerce Cloud Demo Platform)

Duration: June 2021 – August 2023
Summary: Defined scope and directed delivery of the 'Your Commerce Cloud' demo platform integrating Magento, HCL, Salesforce Commerce Cloud, and CT with Salesforce Sales Cloud to increase presales engagement.
Responsibilities:

- Defined project scope and directed delivery.
- Integrated multiple e-commerce platforms with Salesforce Sales Cloud.

Technologies: Magento, HCL, Salesforce Commerce Cloud, Salesforce Sales Cloud, CT

Product Owner – 2x Salesforce Certified - Royal Cyber (Transformation of Hightower's Agreement Process)

Duration: June 2021 – August 2023
Summary: Led the transformation of Hightower's Excel-based agreement process into a React front-end integrated with Salesforce CRM to reduce manual handling and accelerate document turnaround.
Responsibilities:

- Led transformation of agreement process from Excel to React front-end.
- Integrated front-end with Salesforce CRM.

Technologies: React, Salesforce CRM

EDUCATION

- **National University of Sciences & Technology**
  B.S Computer Science (Graduated: 2021)

CERTIFICATION

- **Certified Scrum Master**
  Scrum Alliance
- **Certified Scrum Product Owner**
  Scrum Alliance
- **Atlassian Agile Project Management Professional**
  Atlassian
- **Salesforce Administrator**
  Salesforce
- **Salesforce Business Analyst**
  Salesforce
- **Utilizing SAP CX for SAP Commerce Cloud**
  SAP