Islam Shaalan

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PROFILE

Data-driven product manager, problem solver, and storyteller with several years of experience in product management. Experienced in understanding customers' challenges, developing innovative solutions, managing stakeholders, and communicating with business leaders. Seasoned in devising growth strategies and product metrics and developing dashboards to measure them.

EDUCATION

Master of Business Analytics (MBAN)   **Expected Completion: Aug 2022**
UBC Sauder School of Business   Vancouver, BC, Canada

Bachelor of Science in Computer Science   **May 2007**
Faculty of Computer Science, Ain shams University   Cairo, Egypt

SKILLS

Product Management	Python	Stakeholder Management
Data Analytics	SQL	Persuasive Presentation
Microsoft Power BI	Prioritization	Requirement Analysis
Growth Hacking	Agile	Cross-functional Leadership

CAREER HIGHLIGHTS

Head of Products
ITWORX Education – Dubai, UAE
Aug 2019 - Jul 2021

- Established vision and strategy for ITWORX Education's portfolio; identified investments opportunities, ROI, and payback time.
- Derived an 18% increase in retention by leading the product team to implement growth hacking tactics.
- Boosted sales by 60% by capitalizing on commercial experience to build more targeted sales collateral.
- Mentored product management team to deliver an increased value to users by applying validated learning, user research principles, and implementing a data-driven approach.
- Transformed decision making across leadership and product teams by developing Power BI dashboards to monitor products and company performance and success metrics.

Senior Product Manager
ITWORX Education – Dubai, UAE
Jan 2019 - Aug 2019

- Spearheaded a new product strategy that captured organizations in niche market segments.
- Revamped the product roadmap; incorporated several competitive advantages addressing unmet needs by incumbent products.
- Introduced and instilled a culture of data-supported decision making by integrating Kissmetrics and Google Analytics.
- Championed using Aha and "Now/Next/Later" roadmaps instead of annual roadmap presentation achieving a more collaborative environment and a more adaptable engineering team.
- Achieved 2X growth in demand by involving stakeholders from sales, customer success, and marketing to ensure buy-in and alignment for product vision and roadmap.

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Lead Solutions Specialist
ITWORX Education – Dubai, UAE
Aug 2015 - Jan 2019

- Achieved a 35% increase in sales by devising and presenting value-driven creative solutions that solve users' pain areas and realize customers' strategic objectives.
- Increased user base by 50% Partnered with products' teams to localize existing products to the Middle East market.
- Grew the team of solutions specialists and bid managers by 500%.

OTHER EXPERIENCES

Mobile Product Manager – ITWORX – Cairo, Egypt
Mar 2014 - Aug 2015

Senior Solutions Specialist – ITWORX – Cairo, Egypt
Mar 2012 – Feb 2014

Software Engineer/Senior Software Engineer – ITWORX – Cairo, Egypt
July 2008 – Mar 2012

Associate Software Engineer – IBM – Giza, Egypt
Dec 2007 – June 2008

COMMUNITY INVOLVEMENT

Speedball:
- Won the gold medal in 5 world championships.
- 7 times international club championships gold medalist.
- Member of the Egyptian national team for 11 years and the Heliopolis club team for 20 years.

Coaching:
- Coaching founders in startups of StartEgypt Incubator & Flat6Labs Accelerator on building financial, marketing, and development plans

Speaking:
- Guest speaker in StartEgypt's Ideas to Products Workshop.
- Speaker in L&D Hub 2021 conference.
- Fighting Violence Against Women Using Technology hackathon guest speaker.

COURSES AND CERTIFICATES

The Entrepreneurial Edge   **Jun 2020**
Executive Education, Online, London Business School

Optimal Product Management and Product Marketing   **Sep 2019**
AIPMM, The Association of International Product Marketing & Management