

MOSTAFA MAHMOUD

Product Manager

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SUMMARY

Product Manager with a background in product and business analysis, building marketplace, e-commerce and SaaS products. Turns company strategy into prioritized roadmaps, scopes features through market research and stakeholder input, and defines success metrics before anything ships. Experienced across the full product cycle, from discovery and PRDs to rollout, A/B testing and post-launch impact tracking.

TECHNICAL EXPERIENCE

Associate Product Manager — [HelloApp \(Othaim Holding\)](#)

Nov 2025 – Present

Full Time · New Cairo, Egypt

HelloApp, a service marketplace platform under Al Othaim Holding in Saudi Arabia, connects users with various on-demand services through a seamless digital experience.

Own product features end to end across the Customer App, Service Provider Portal and Admin Panel of a platform serving 850,000+ registered customers and 500+ orders a day, from company strategy through to post-launch impact.

- Worked on multiple initiatives that drove demand across key KPIs:
 - Cut order cancellations from **8% to 4%** of total orders.
 - Grew external orders to **4% of total orders** through External Booking.
 - Introduced chat reordering as a cross-selling channel, now **14% of total orders**.
- Translate company strategy into an actionable **product roadmap**, adding stakeholder requirements to it.
- **Prioritize** roadmap items by the business value they bring.
- **Scope** each feature through market research, competitive analysis and input from relevant stakeholders.
- Define feature **traceability** and **success metrics**, and track them after launch to judge each feature's success.
- Write **PRDs**, **user stories** and **acceptance criteria**.
- Lead and coordinate **User Acceptance Testing (UAT)** to validate feature quality before release.
- Publish **release notes**, track **feature rollout** progress, and run **A/B tests** where needed.
- Use AI tools (**Claude Code**, **Claude Design**, **vibe coding**) to prototype features and validate ideas faster.

Product Manager / Business Analyst — [Makaseb](#)

Aug 2024 – Nov 2025

Full Time · Sheikh Zayed, Egypt

Makaseb, a Saudi provider of e-commerce and digital marketing solutions that helps online stores grow.

Translated business goals into a product vision and roadmap, gathering stakeholder requirements and prioritizing the backlog by business value. Scoped features through market research and stakeholder input, and defined success criteria for each release. Owned the user stories and acceptance criteria, and drove delivery through sprint planning, grooming and release coordination.

- Took the product from **MVP definition** to a **live launch**.
- Define **product vision** and develop a clear **roadmap** aligned with market needs and business goals.
- Manage and prioritize the **Product Backlog** based on business requirements and user value.
- Create and refine **User Stories** with well-defined **Acceptance Criteria** to align with user needs.
- Work closely with development teams using **Agile/Scrum** to ensure efficient feature delivery.
- Lead **Sprint Planning**, **Grooming**, and **Retrospective** meetings to drive continuous improvement.
- Coordinate with **UX/UI**, **development**, **marketing**, and **sales** teams to align on product strategy.

Business Analyst — [HR_PATH](#)

Aug 2024 – Nov 2025

Part Time · Remote

HR-Path, a Saudi company under HR LINK, offers HR solutions via its website and app, helping businesses manage HR.

- Delivered **5+ modules** of the HR web and mobile application.
- Overseeing the development of the HR application.
- Developed **user stories** and **functional specifications**.
- Writing and maintaining clear **documentation** for **system processes**.
- Managed **stakeholder communications** and expectations.
- Following up on project progress to ensure timely **delivery** and improvements.

Product Owner / System Analyst — [Bevatel](#)

Jun 2023 – Aug 2024

Full Time · Dokki, Egypt

Bevatel, a Saudi provider of business communication: chat, voice, video and cloud call center solutions.

- Delivered **15+ features** across the call center and admin dashboards, owning a growing **product backlog**.
- Create professional (**SRS**) and (**BRD**) documentation with **diagrams**.

- Write **use cases & user stories**, refining **backlogs** and participating in **sprints**.
- Analyze what the **system lacks** in relation to competitors and find solutions.
- Communicate with **UI/UX and Developers** teams to present and follow tasks.
- Coordinated **release cycles** and worked with UI/UX on intuitive, user-friendly interfaces.

Business Analyst — [Bevatel \(Ocada\)](#)

Sep 2022 – Aug 2023

Full Time · Dokki, Egypt

Ocada, a Saudi digital solutions provider for web and mobile apps, e-commerce, marketing and UI/UX design.

- Gathered and **documented requirements** for web and mobile app projects and **business processes**.
- Developed **user stories**, **prototypes**, and **functional specifications**.
- Liaised between clients, vendors, and development teams.
- Managed **stakeholder communications** and expectations.

Software & Marketing Consultant — [Innovalz](#)

Oct 2019 – Sep 2022

Full Time · 6th of October, Egypt

Innovalz, an Egyptian company specializing in software solutions and marketing strategies for businesses.

KEY PROJECTS & PRODUCTS

Professional Products

- **HelloApp – Al Othaim Holding** – On-demand service marketplace in Saudi Arabia. Owned roadmap features from research and solution proposal to delivery, managed product tickets, collaborated with teams, and led UAT to assess market and user impact.
- **Bevatel Call Center & Admin Dashboards** – Cloud-based communication and call center tools. Managed product backlog, coordinated release cycles, and worked closely with UI/UX teams to ensure intuitive and user-friendly interfaces.
- **Data Pulse – Makaseb** – Web analytics tool like Google Analytics. Owned backlog, defined KPIs, and delivered real-time dashboards and behavior tracking features.
- **HR Platform – HR_PATH** – HR web & mobile application for managing employee records and processes. Wrote user stories, functional specs, and followed up on delivery with remote teams.
- **E-commerce & Healthcare Platforms – Ocoda** – Analyzed and documented solutions across diverse industries. Created user stories, flows, and coordinated delivery.

Personal Projects

- **"With You" App** – Assistive mobile app for blind students (Grad Project – A+).
- **Online Banking System** – SRS + UML for basic banking services.
- **CRM System** – System analysis and documentation with UML.

SKILLS & TOOLS

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| • Product roadmap planning | • MVP definition & delivery | • Jira, Confluence, Trello |
| • Product backlog management | • Sprint planning & review | • Notion, Figma, Miro |
| • Agile (Scrum / Kanban) | • Stakeholder communication | • MS Visio, draw.io, Postman |
| • Requirements analysis | • Account & relationship mgmt | • Excel, SQL, Python |
| • User stories & acceptance criteria | • SRS / BRD & UML diagrams | • C++, JavaScript, HTML5, CSS3 |
| • Prioritization techniques | • Presenting & research | • Analytical problem solving |

EDUCATION

Bachelor's: Information Technology & Computer Science (CS) · [Misr University for Science and Technology](#) · Grade: Good 2022

President of Student Union · [Misr University for Science and Technology](#)

2020 – 2021

CERTIFICATIONS

- **Product Management Fundamentals** – Coursera, 2026
- **Lifelong Learning Certificate (LLL)** – CertiProf, 2025
- **Scrum Foundation Professional Certificate (SFPC)** – CertiProf, 2025
- **Full Stack Web Development** – Route, 2018

LANGUAGES

Arabic: Native | **English:** Fluent (C1)