

Mahmoud Magdoub

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Product Leader with 11 Years of Experience – SaaS, Marketplaces and Customer-Centric UX

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EXPERIENCE

Instabug Senior Product Manager II Cairo, Egypt – San Francisco, USA June 2020 – Present

An Enterprise SaaS Product for Mobile Developers • Used by top companies including Adobe, Disney+, and GoJek.

- Managing a 3-member cross-functional Product team in charge of the company's 3 flagship product lines (Crash Reporting, Bug Reporting, and Performance Monitoring).
- Setting team goals including annual OKR, and helping the team in achieving the overall company vision.
- Streamlined a new strategy to enter a highly competitive market against Google's Firebase product suite.
- Led an 8-month project to position Instabug as an Enterprise SaaS product. The project has helped in closing 5 seven-figure deals with Fortune 50 companies.
- Created a Sales Enablement kit that has 20 technical onboarding videos and 8 detailed SWOT handbooks.

Raisa Energy Senior Product Manager Cairo, Egypt – Denver, USA Jun 2018 – May 2020 • 2 yrs

A Portfolio and Investment Strategy Product for Oil & Gas assets using AI • \$400M Assets under Management.

- Translated technical Oil and Gas business needs into state-of-the-art AI solutions with intuitive UX.
- Built a Financial Modeling System that automated the financial projection process in less than a minute.
- Ran a 6-month digital transformation that revamped a legacy procedure to a 4x faster fully-automated flow.
- Partnered with Data Science in building a tool that automatically scanned and mined +100 competitors.

Forasna Head of Product Cairo, Egypt Mar 2015 – May 2018 • 3 yr 3 mos

A Recruitment Marketplace for the blue-collar workforce in Egypt • 3 million active users per month

- Joined to validate and productize an idea to a full-fledged product using Agile methodologies.
- Managed the product team that helped in Ideation → Validation → Product Market Fit → GTM & Scaling.
- Collaborated with stockholders across the whole company including marketing, sales, data, and support.
- Instituted the product's SaaS KPIs and means to monitor and assess the product accordingly.

Soutak Co-founder and Head of Product Cairo, Egypt Jun 2013 – Mar 2015 • 2 yrs

A Startup on a mission to combat the lack of political engagement in all levels of government in the Middle East.

- Guided the design and engineering teams that built a platform to help raise people's political awareness.
- Initiated the Company's product discovery and prioritized the main problem statements to work on.
- Executed the Company's Go-To-Market plan and overall product strategy and success metrics.

Wuzzuf Product Manager Cairo, Egypt Mar 2012 – Jun 2013 • 1 yr 4 mos

A Recruitment Marketplace for the white-collar workforce in the Middle East • 1.5 million active users per month

- Developed a user research project to reach product competitive advantage and new value propositions.
- Conducted several A/B tests till reaching Wuzzuf's product market fit.
- Created a product pricing strategy that resulted in high revenue and growth for the company.

EDUCATION: Bachelor of Computer Engineering Cairo University

2006 – 2011

SKILLS: Leadership, Business Analytics, Strategy, Agile Digital Transformation, and Go To Market Activities