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SUMMARY

Senior Product Leader | 10+ Years | 1M+ Users Served | \$10M+ ARR Growth

Proven track record launching **0-to-1 SaaS products** through data-driven strategy and **cross-functional leadership**. Creator of **scalable product management framework** implemented across multiple organizations.

EXPERIENCE

Technical Product Manager / Group Product Manager

Stukent - EdTech SaaS scale-up serving 1M+ students with AI-powered simulations

October 2023 - July 2025, San Jose, CA

- Led cross-functional team to integrate AI-powered features that provided real-time feedback to students, improving learning outcomes and helping instructors identify at-risk learners earlier, positioning Stukent as an EdTech innovator.
- Owned end-to-end product strategy, roadmap planning, and agile execution for SaaS products serving 1M+ students, driving 30% YoY revenue growth through data-driven product decisions, product design collaboration, and cross-functional stakeholder management while leveraging A/B testing to optimize user interface and streamline instructor workflows.
- Partnered with GTM and Sales to craft go-to-market strategy for flagship simulation software renovation, increasing ARR by 20% to \$2.5 million.
- Led Google Classroom API integration strategy with engineering teams, expanding high school market reach by 80%.
- Partnered with engineering leads to translate customer insights into detailed user stories, product specifications and "working backwards" PRFAQs, accelerating cross-functional roadmap alignment and reducing development cycles by 30%.
- Established KPI-driven product health governance by spearheading Stukent's first cross-functional bug bash, reducing customer-reported issues by 40%, and embedding a data-informed culture of quality across Product and Engineering.

Product Lead

Halfort LLC - Health-tech payments platform

July 2019 - September 2023, Woodbridge, Virginia

- Led cross-functional launch of payment and reputation management SaaS platform, driving user adoption to 90,000 MAUs and increasing payment collection rates by 150% through strategic product optimizations.
- Managed full product lifecycle from ideation to sunset, using Looker cohort analysis to inform quarterly roadmap pivots and reduce churn through strategic user story prioritization (100+ user interviews, +35 NPS).
- Established standardized product development processes and cross-team collaboration frameworks, reducing sprint-planning overhead by 40% across four distributed teams.

Lead Product Manager

AMS BridgeBlue - Global student recruitment and SaaS connecting 200+ universities

June 2015 - July 2019, Sydney, Australia

- Delivered cross-university student portal, increasing applications by 230% and achieving 90% student satisfaction.
- Delivered loyalty program strategy for partner agents through cross-functional collaboration, driving 200% growth in applications and contributing \$17M+ in incremental revenue over program lifecycle.
- Led and mentored international product team across 3 countries, implementing agile methodologies that increased delivery velocity by 40% and reduced time-to-market by 30%.

PROJECT

Thought Leadership and Frameworks

S.C.A.L.E. Product Management Framework | Creator and Author. • scaleframework.notion.site

- Authored comprehensive product management framework that bridges communication gaps between vision and execution, creating strategic alignment while streamlining development processes.

- Implemented across multiple organizations with measurable results: 20–45% reduction in project delays, and 15–30% increase in on-time deliveries.
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EDUCATION

Business Administration Double Majors in Marketing and Finance | BBA (Hons)

Lahore School of Economics • Lahore, Pakistan • 09/2007 – 09/2011

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

Scrum Alliance • 2023

Google Data Analytics

Google • 2023

Business Intelligence Analytics

TripleTen • 2023

SKILLS

Product Leadership

- Product Strategy & Roadmapping
- Cross-functional Leadership
- Agile/Scrum Methodologies
- Go-to-Market Strategy
- Stakeholder Management
- Program & Release Management

Technical and Analytics

- A/B Testing & Experimentation
- SQL & Data Analytics (Tableau, Mixpanel)
- Product Analytics Platforms
- Cloud Platforms (AWS, Azure, Google Cloud)
- API and Platform Development (REST APIs, GraphQL)

Innovation and Growth

- AI Product Development & AI/ML Frameworks (TensorFlow, OpenAI APIs)
 - Product-Market Fit & Monetization Strategy
 - Feature Prioritization & Backlog Management
 - Requirements Gathering & Product Launch
 - User Research & Customer Feedback
 - Revenue Growth & Monetization
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