

Muhamed Hammad

Product Manager | MBA Candidate | Ex-QC Lead

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SUMMARY

Product Manager with 2+ years driving digital product strategy in PropTech and marketplace environments, backed by 7+ years of software QA experience, shipping across 15+ domains in 6 markets (Saudi PropTech, UK Telecom, Egyptian Government, and more). At Deal App GCC, owns the end-to-end roadmap across 8 epics, combining OKR-driven prioritization with hands-on funnel analysis (GA + backend + revenue data triangulation), regulatory compliance delivery, and cross-functional leadership across design, engineering, and QA.

SKILLS

Product: OKR-driven roadmapping, JTBD for discovery, MoSCoW for prioritization, PRD/CR authorship, use-case-based acceptance criteria, user research, funnel & conversion analysis, A/B experiment design, Agile/Scrum delivery, stakeholder management

AI: AI-integrated workflow design (Notion), AI-assisted product validation, AI-assisted prototyping (Claude Code, Lovable), AI-driven market research

Analytics: Google Analytics, backend funnel data, session recording analysis (Smartlook), revenue/P&L modeling

Tools: Notion, Figma, Slack, Google Sheets, prod/preprod environment testing

Domain: Real estate proptech, reverse-marketplace models, Saudi market (RTL/Arabic product), regulatory ad-licensing compliance (REGA), telecom, government platforms, HR SaaS

QA & Delivery: Test strategy, CI/CD pipelines, automation frameworks, release management

EXPERIENCE

Product Manager | Strategy Committee Member *Deal App - GCC PropTech* Jun 2024 – Jun 2026

- Own the end-to-end product roadmap across 8 epics, translating business OKRs into technical requirements, use-case-based acceptance criteria, and working prototypes for engineering and QA teams.
- Redesigned the licensed real-estate ad creation journey end-to-end (research, journey mapping, PRD, delivery), cutting the flow from 8 steps to 3 and creation time from 5+ minutes to under 30 seconds, while embedding REGA regulatory compliance automation in a 24-hour release cycle with zero regulatory fines.
- Scaled licensed ads from 10K to 60K+ (+87% growth), directly enabling the Haraj acquisition and helping Deal App capture approximately 40% of Saudi Arabia's licensed real-estate ad market.
- Grew platform-wide impact during tenure: 868K+ total users (+387%), 311K+ total ads (+212%), 58.3K+ payments (+265%).
- Triangulated frontend (GA), backend, and revenue data (22,957 records spanning 3+ years) to uncover a hidden 52.4% drop-off users who received an ad license but never published their ad, a conversion gap invisible from frontend data alone.
- Built a P&L framework for the Ad License product line covering LTV (343 SAR observed), CAC scenarios, and an 18.2% cancellation rate representing 766,842 SAR in lost revenue; flagged a YoY revenue decline to leadership for prioritization.
- Shipped a broker request-matching feature to lift active-broker engagement toward a company OKR (active brokers with 5+ monthly contacts, 58.3% → 65%).

- Built a feature-by-OKR impact matrix (20 features × 12 OKR dimensions) adopted company-wide to flag cascade risk before scoping new change requests.
- Built a custom AI-integrated Claude and Notion workflow connecting sprint tracking, PRDs, and CRs across 8 product epics, and led an AI-assisted pre-launch validation process using structured feedback capture to surface and prioritize critical funnel bugs before launch - reducing manual status-reporting overhead for the cross-functional PM team.

Software QC Team Lead / Product Owner - *YOUXEL Technology*

Jan 2024 – Jun 2024

- Led QA and product ownership for government-domain products, increasing release frequency by 20%, improving defect detection by 40%, and cutting rework by 35%.

Senior QA Automation Engineer - *WorkMotion*

Feb 2023 – Jan 2024

- Built and maintained microservice test automation frameworks for a globally distributed HR SaaS platform, bridging QA into product delivery.

Software Testing Instructor - *AMIT Learning*

Mar 2022 – Oct 2022 (Part-time)

- Delivered 60+ hours of Software Testing Fundamentals training to Egyptian tech professionals.

Software Testing Engineer - *VOIS (Vodafone Intelligent Solutions)*

Feb 2021 – Feb 2023

- Engineered CI/CD pipelines and led manual and automated testing for My Vodafone App and TOBi chatbot, serving UK end-users at scale; awarded Employee of the Year 2021 for driving digital transformation through automation initiatives.

EDUCATION

MBA in Marketing - ESLSCA University (Expected May 2027)

CERTIFICATIONS

ICAgile Certified Professional - Agile Testing (ICP-TST)

ICAgile Certified Professional - Agile Test Automation (ICP-ATA)

ISTQB® Certified Tester Foundation Level (FL)

ISTQB® Agile Tester (AT)

ISTQB® Mobile Application Testing (MAT)

More Details on <https://muhammedhammad.com/>