

Nawaf Alsheddi

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Profile

I've been a Product Manager for 4 years with a background in mobile development and UX research. I have launched over eight products always focusing on that sweet spot between user needs and business goals. My strength is leading cross functional teams through influence rather than authority. I bring people along on the journey and get them excited about the vision. This approach has helped me win several hackathons and deliver successful products. I'm passionate about giving back to the community through mentoring and startup consultations. I love helping founders solve product challenges and watching their ideas come to life.

Professional Experience

Sr. Product Manager, Misk Foundation

01/2025 – Present

- Restructured the foundation's technical ecosystem to support scalability across multiple programs and subsidiaries.
- Established new product and technical processes that resolved critical ecosystem bottlenecks, enabling smoother program launches.
- Conducted user research to align product decisions with real user needs.
- Partnered with program leaders to design and launch new initiatives, leveraging product strategy and technical expertise to accelerate execution.

Product Manager, Jahez International Company

2023 – 01/2025 | Riyadh

- Developed a full strategy and communicated it throughout the organization. We aligned with C-level executives and key stakeholders to ensure support for strategic goals.
- I identified and resolved critical bottlenecks in the product development process, introducing innovative solutions that decreased time to market by 70%.
- Strategically leveraged and built synergies within the Jahez ecosystem and existing investments to enhance operational efficiency.
- Directed a diverse team of 15 professionals, including developers, QA specialists, project managers, designers, sales staff, relationship officers, and marketers.

Product lead - Senior Product Analyst, Sary

04/2022 – 11/2023 | Riyadh

- Increased user engagement by 150% through direct user interactions, including onsite visits, collecting valuable feedback, and actively tracking user behavior to drive continuous product improvements.
- Led a team of an innovative R&D product that grew to contribute 20% of Sary's GMV.
- Developed and executed product strategies and roadmaps to achieve business goals and objectives.
- Led market research efforts to identify new opportunities and trends, resulting in the successful launch of the new product.

Education

Bachelor's Degree class honors in Information Systems, College of Computer, King Saud University

Skills

Problem-Solving | User Research | Strategic Planning | Product Strategy | UX | Stakeholder Management | Cross-Functional Leadership | Process Optimization | Agile

Giving Back

Product Manager Instructor, Olo

DPM practical instruction including user research, prototyping, go-to-market planning, and performance evaluation

Ministry of Culture, Mentor

Guide participants to leverage their ideas during and after the hackathon.

Awards

Wasfaty hackathon (1st), Ministry of Health

Improve Wasfaty's services by building a system that improves drug availability and eases drug conflict management.

Humanathon winner (2st),

Ensan Organization

Won Ensan Hackathon with a Fintech solution for charity savings management in the biggest hackathons of the year.

UX Hackathon winner (1st),

Saudi Tourism Authority

Improving Tourist Experience in Saudi Arabia.