SALMAN FARIS KT, PMP®

Product Manager | AI Product Management

Dubai, UAE | +971 52 475 5810 | salmanfez@gmail.com | linkedin.com/in/salmanfariskt | salmanfariskt.com

SUMMARY

Product professional with 7+ years owning customer problems end to end, from discovery and roadmap to launch and post-launch measurement. At **Alohaa.ai**, led discovery and delivery of features for a cloud contact-center SaaS platform with engineering and design in Agile sprints, lifting **user engagement 25%** and **solution fit 40%**. At **Zabeel**, owns a customer-facing revenue journey, using funnel data and AI tools to deliver **150% of revenue target (AED 1M+)** and **+20% conversion**. Grounded in market and competitive analysis from **Tracxn**. Evidence-driven: defines KPIs, interprets data (SQL, Mixpanel, Looker, Power BI), makes trade-offs explicit, and aligns technical and business stakeholders around the why. PMP® certified, with Product Management and Product Analytics certifications.

CORE SKILLS

- **Product Management:** Product Strategy, Product Roadmapping, Product Discovery, Customer Research, Requirements Definition, User Stories, Feature Prioritization, Backlog Management, Product Lifecycle, Release Management, Go-to-Market Strategy
- **Growth & Analytics:** Funnel Optimization, Conversion Optimization, User Engagement, KPI/OKR Definition, Product Analytics, Data Visualization, Forecasting, Competitive & Market Analysis, Business Analytics
- **Delivery & Leadership:** Agile, Scrum, Kanban, Sprint Planning, Cross-Functional Leadership, Stakeholder Management, Client Engagement, Risk Management, Facilitation
- **Tools:** Jira, Confluence, Figma, Mixpanel, Google Analytics, Looker, Power BI, SQL, Advanced Excel, AI Tools
- **Certifications:** Product Management, Upraised | Product Analytics Certification | Project Management Professional (PMP®), PMI

WORK EXPERIENCE

Program Manager — Feb 2025 – Present

Zabeel International Institute of Management & Technology | Dubai, UAE

Customer-facing revenue engine: owned the full inquiry-to-enrollment funnel for IT & Engineering programs.

- Owned the end-to-end customer funnel from inquiry to enrollment, achieving **150% of revenue target (AED 1M+ in 12 months)**.
- Raised lead conversion by **20%** by building Power BI funnel dashboards to track KPIs and applying AI tools to prioritize leads and automate follow-up journeys.
- Ran weekly business reviews with senior leadership on funnel KPIs, revenue forecasts, and risk mitigation, improving forecast accuracy to **85%** and guiding monthly target planning.

Product Analyst — Mar 2022 – Feb 2024

Alohaa.ai | Hyderabad, India

B2B SaaS product: cloud contact-center platform, from customer requirements to feature release.

- Drove feature releases for a cloud contact-center SaaS platform, partnering with engineering and design in iterative, sprint-based cycles to keep scope aligned with customer needs.
- Led customer requirements discovery and stakeholder validation for complex client workflows, prioritizing a workflow-improvement backlog that drove a **40% improvement in solution fit** and a **25% increase in user engagement**.
- Planned and shipped dashboard and reporting features to track cross-functional product metrics, reducing decision-making time by **15%**.

Senior Sector Specialist — Aug 2019 – Feb 2022

Tracxn Technologies | Bengaluru, India

Market & product intelligence: where the product interest began, across Enterprise, Consumer, and Retail Tech.

- Scoped and prioritized market-intelligence deliverables across Enterprise Tech, Consumer Tech, and Retail Tech, partnering cross-functionally to align outputs with client product roadmaps and deadlines.
- Translated client stakeholder needs into sector briefings and presales presentations, and led trend forecasting on risks and opportunities, driving a **25% increase in client acquisition** and a **30% improvement in portfolio performance**.
- Led prioritization and delivery for a 4-person analyst team, improving research efficiency by **15%**; earned the **Tracxn Star Researcher Award** (Q3 2020–21).

Software Engineer Trainee — Dec 2018 – Apr 2019

UST | Thiruvananthapuram, India

- Developed contracts and APIs for a decentralized application, building the technical foundation for working closely with engineering teams on product delivery.

EDUCATION

Master of Computer Application (MCA), Pondicherry University, 2016–2019
Bachelor of Computer Application, University of Calicut, 2013–2016