

# SALAH EDDIN ALSHAAL

Product Manager

Portfolio

salshaal@pm.me

+31 610180013

github.com/salaheddin

The Netherlands

/in/salshaal

## SUMMARY

Energetic and forward-thinking Product Manager in the B2B sector, blending a passion for the energy market with a positive flair for data-driven product development and leadership. I add structure to product processes and align stakeholders to achieve the organisation goals with curiosity and positivity.

## SKILLS

**Method:** DDD, Communication, Team Topologies, Agile, Cagan's Product, R.I.C.E. and Curiosity.

**Languages:** Python, JS, Java, C#.

**Technologies:** GCP, Docker, Kubernetes, Terraform.

**Interests:** Surfing, Carpet-making, Cooking and the Outdoors.

## EXPERIENCE

- 8/2021 – Present **Product Functional Architect** Energyworx
- Effective prioritisation: built 18-month roadmap using requirements and market, I justified roadmap items in order to set the vision for the launch of a new product, radiating the north star across the org's departments
  - Energy Market Domain; understood grid operators' profile and problems in a fast-paced, democratised energy market during the energy transition
  - Led the shift into a product-led company within department by piloting the first feature teams, set user and buyer personas, release notes, unified knowledge base, spar with the technical leads on their proposed designs to protect user needs, improved customer feature coordination
- GCP / Google Partner Marketing Studio / Technical Product Ownership / Product Discovery / Product Growth
- 11/2020 – 8/2021 **Cloud Engineer** Energyworx
- Guided product teams in architecture best practices and API/console development; enhanced team skills and lifecycle processes.
  - Progressed from GCP Cloud engineer to product development, specializing in ETL pipelines and BDD tests within highly-scalable event-driven architecture.
- Python / Dataflow / Bigtable / BigQuery
- 9/2017 – 11/2020 **Software Engineer** Nielsen
- Developed optimized features for large-scale backend projects in the media marketing sector using a microservices architecture, and owned two internal projects, focusing on extensible feature development.
  - Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna.
- ReactJS / .NET
- 9/2015 – 9/2017 **Software Engineer and Researcher** InSpire Centre
- Generated revenue through client projects, including modern (.NET) and legacy (VBA) solutions, to fund research and attract new business opportunities.
  - Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna.
- SQL Server / .NET

## EDUCATION

- 2023 **Product Management Certificate** GrowthTribe Course  
Delved deeper into topics like Roadmap maintenance, Competitor Analysis and Product Lifecycle
- 2017 **Masters in Computing** University of Central Lancashire  
Full scholarship  
Thesis: Personalising Data Visualisation based on the user cognitive abilities
- 2016 **Bachelor of Computing with Honours, Highest Achiever award** University of Central Lancashire  
Thesis: Multi-platform Wearable's Gesture Recognition in Virtual Reality Environment

## PROJECTS

- Women in Tech **JRS, Refugee Camp** Bucharest  
Taught 5 single-mothers frontend development, one continued to get a degree in computer science
- Technology **PharmaTrack** Cyprus  
Built full-stack pharmaceutical analytic and management system to project sales on the national level using existing statistical models

Technology	<b>Intern @ Ranorex</b> QA Platform feature using OCR	2015, 2016
Technology	<b>Freelancer</b> Android and iOS developer for apps for education, gamification and well-being	Cyprus

---

**LANGUAGES**

**English, Arabic** - Fluent

**Dutch** - B1