

SALAH EDDIN ALSHAAL

salshaal@pm.me | +31 610180013 | linkedin.com/in/salshaal | salaheddin.github.io

Summary

Energetic and forward-thinking Product Manager with 4+ years of specialised experience in SaaS and energy technology sectors. Passionate about leveraging technology for sustainable solutions that address the complexities of today's evolving markets. Proven track record of managing full product lifecycles in product-led environments while wearing multiple hats in smaller, agile organisations. Skilled in cross-functional leadership, operational efficiency, and delivering scalable products that drive user adoption.

Experience

Product Manager, Architect, Energyworx 8/2021 – Present

- Managed complete product lifecycle as the company's first Product Manager: conducted market research on Energy Communities, performed competitor analysis, identified strategic partnerships, and created an 18-month roadmap that connected market needs with technical capabilities, resulting in 80
- Led the discovery phase through user interviews and journey mapping, defining requirements using RICE prioritization, managing sprint planning and backlog, developing go-to-market strategies, and implementing iterative improvements based on post-launch user feedback that increased customer satisfaction by 45
- Pioneered the integration of Generative AI into our SaaS product workflow, reducing delivery time for exploratory offerings by 35% and enabling rapid prototyping of sustainability-focused features with minimal resource investment
- Orchestrated the company's shift to a product-led organization by establishing cross-functional feature teams according to Team Topologies principles, creating user/buyer personas, implementing freemium models for user acquisition, and developing a unified knowledge base that increased delivery rates with 80% higher quality releases
- Regularly stepped beyond traditional PM role to create testing frameworks, contribute to cloud engineering, assist with ISO 9001 documentation and audit preparation, build strategic partnerships, and help achieve Google Cloud Partner status
- Led on-call rotations for P1 customer incidents while maintaining product development momentum, collaborating directly with customers to resolve operational issues and using insights to improve product stability

Data Engineer, Energyworx 11/2020 – 8/2021

- Became the go-to person for translating client needs into technical solutions, functioning as a product owner before the formal role existed and catching problems early through direct user communication
- Collaborated across multiple departments to identify pain points and propose data-driven SaaS solutions, effectively bridging the gap between engineering capabilities and client business needs
- Architected ETL pipelines and API solutions based on direct client feedback, focusing on creating sustainable, efficient energy data processing workflows that reduced processing time by 40

Full-stack Engineer, Nielsen 9/2017 – 11/2020

- Developed optimised features for large-scale backend projects with a thin layer of web front-end in the B2B media marketing sector using a microservices architecture. Owned two internal projects with marketplace components, focusing on extensible feature development and user-adoption metrics that increased platform migration engagement by 10

Software Engineer and Researcher, Inspire Centre 9/2015 – 9/2017

- Partnered directly with the founder to establish product-market fit, developing the initial business strategy that bridged academic research with commercial market opportunities
- Led client discovery sessions to identify high-value solutions, resulting in revenue-generating projects using both modern (.NET) and legacy (VBA) technologies that funded ongoing research initiatives
- Wore multiple hats in this small research-focused organization: simultaneously managed product development, client relationships, technical implementation, and operational logistics—developing versatile skills essential for

success in resource-constrained environments

Education

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

Projects

- Women in Tech**, JRS, Refugee Camp Bucharest
- Volunteered to teach frontend development to 5 single mothers, seeing one go on to pursue a CS degree was a proud moment.
- PharmaTrack**, Technology Project Cyprus
- Built full-stack pharmaceutical analytic and management system to project sales on the national level using existing statistical models
- Intern @ Ranorex**, Technology 2015, 2016
- QA Platform feature using OCR
- Freelancer**, Technology Cyprus
- Android and iOS developer for apps for education, gamification and well-being

Skills

Product Management: Full Product Lifecycle Management, Product-Led Growth, Agile/Scrum, RICE Prioritisation, User Personas, Customer Journey Mapping, B2B SaaS Strategy, OKRs, Go-to-Market Planning, Product Discovery, Roadmapping, Domain-Driven Design, Competitor Analysis

Leadership: Cross-Functional Team Management, Stakeholder Communication, Team Topologies Implementation, Strategic Partnerships, Operational Efficiency

Technical: GCP, Data Analytics, API Development, Python, JS, C#, Docker, Kubernetes, IaC

Tools: Jira, Figma, Confluence, BigQuery, PowerBI, Looker

Languages

English, Arabic - Fluent

Dutch - B1

Interests

Passionate surfer (still learning!), amateur carpet maker, great cook, and outdoor enthusiast.