

Jad Alsalim

Senior Product Manager

Koraytem, Riad Street, Beirut, Lebanon

+96170933691

jad.salim@hotmail.com

PROFILE

A computer science graduate, I began my career as a web development engineer before transitioning into product management. I have experience across multiple industries, including healthcare, travel and tourism, retail, shipping, telecom, publishing, market research, and advertising. My product experience spans both B2B and B2C, covering user research, strategy, and execution. I have also worked across diverse markets, including the UK, France, the UAE, and KSA.

EMPLOYMENT HISTORY

❖ **Head of Product, Lokalee (a product by swissnet Group)** Aug 2022
Beirut, Lebanon

A SaaS product.

- Worked on an algorithm for the 'Trip Planner' feature, leveraging OpenAI. Precisely, wrote a ChatGPT prompt to do a mapping between the user input and the tickets' tags
- Conducted market research (desk research) to identify target destinations.
- Conducted user research through Survey Monkey to test interest and demand for new features such as eSIM.
- Conducted competitor analysis research to formulate new Ideal Customer Profiles (ICPs) and their value propositions.
- Conducted A/B testing to measure the effectiveness of CTA variations/conversion rate.
- Leveraged a micro touchpoint to activate Lokalee's web platform inside hotels with zero acquisition cost. Results: Email Open Rate = 42.5% (higher than the industry standard) Email CTR = 3.1% (higher than the industry standard/ 2.62), Conversion = 7%
- Increased Q2 MoM sales by 30% in Q1 2024 through adding FOMO elements and offering discounts.
- Reduced booking completion time by 52% through optimizing the purchase journey and removing unnecessary steps such as user sign-up.
- Line management: Supervised two product team members, including a product manager and a UI designer, through training sessions, collaborative efforts, and pair work.

❖ **Head of Product, swissnet Group** Jun 2025
Beirut, Lebanon

A MarTech product based on Wi-Fi.

- Defined MVP features and successfully rolled them out to customers such as Tipico and Primestar Group.
- Drafted and prioritized a 6-month roadmap, balancing value creation and technical complexity.
- Collaborated with the marketing team to conceptualize campaigns aimed at generating additional revenue and increasing customer lifetime value (CLTV).

❖ **Digital Product Manager, Flipside Group** Nov 2021 — Aug 2022
London

- Devised strategies and roadmaps for chatbot evolution, including new features and services such as personalization, omnichannel support, a FAQ databank, voice input, health assessments, and nearby GP discovery.
- Led and facilitated requirements discovery workshops with clients and stakeholders using value-proposition frameworks and focus groups.

- Designed user flows and conversational journeys to train and support the chatbot’s NLP capabilities.
- Differentiated the product by mimicking a nurse’s role—supporting the full patient journey from diagnosis to treatment and post-treatment, addressing both functional and emotional needs.

❖ **Digital Project Manager, CMA CGM** Nov 2019 — Apr 2021
Beirut, Lebanon

❖ **Product Manager, mysay (mobile app)** Aug 2018 — Jul 2019
Beirut, Lebanon

- Define Mysay's product vision and roadmap. Breaking down the roadmap into Epics & user stories.
- Conceptualize ideas (e.g. TV Competitions & Gamification elements) to raise awareness of the brand.
- Work closely with clients, sales, and content teams to identify product enhancements and opportunities for new revenue streams.
- Create project plans for roadmap items in collaboration with the engineering, design, and UX teams.
- Community Management: Listen to the product's audience through various channels (Facebook, WhatsApp, and email) and address their needs and concerns accordingly

❖ **Digital Project Manager, Keeward** May 2016 — Jun 2018
Beirut, Lebanon

❖ **Digital Project Manager, Interesting Times** Oct 2014 — Mar 2016
Beirut, Lebanon

❖ **Product Owner /UX Designer, element^n** Aug 2012 — Sep 2014
Beirut, Lebanon

Clients: Zain KSA, touch, and Buzznog (*formerly PointBurst*)

- Gather and analyze customers’ requirements & needs
- Design wireframes
- Conceptualize websites and Intranets
- Write product requirements documents (PRDs) & functional specification documents.
- Scrum Master: Initiate planning sessions at the beginning of each sprint, give a brief for user stories, and prepare a demo at the end of the sprint.

❖ **Software Engineer, CME Offshore** Dec 2009 — Jul 2012
Beirut, Lebanon

Developed a Mobile Device Management (MDM) web application for Citi Group that provides an integrated system for enterprise-owned device provisioning and monitoring.

EDUCATION

❖ **Lebanese American University** Oct 2005 — Jun 2009
Bachelor of Science in Computer Science *Beirut, Lebanon*

SKILLS

Client Facing: Problem Solving, Transparent Communication, and Negotiations

Vibe Coding (Lovable)

Search Engine Optimization (SEO)

Problem-solving through ideation frameworks such as 5-whys and troubleshooting flowcharts

Highly proficient in SQL

Content Management Systems: Magento, WordPress, and Custom

Project Planning: Miro, Microsoft Project, Jira, Gantt Project, and Office Timeline

Excellent command of English and Arabic (native) and good knowledge of French

COURSES

❖ **Advanced Product Management: Vision, Strategy, and Metrics** Jul 2022 — Jul 2022
Udemy

❖ **Product Strategy** Nov 2024 — Nov 2024
Maven