

Yara AL SABBAK

Product Manager / Business Growth Strategist / Brand development

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PROFILE SUMMARY

Result-driven Product and Growth Strategist with proven experience building, launching, and scaling market-driven products across agrifood, FMCG, manufacturing, and retail sectors. Skilled in product lifecycle management, market research, product-market fit validation, costing & pricing, and go-to-market execution. With strong ability to translate insights and requirements into data driven product roadmaps, and revenue growth strategies for businesses.

EDUCATION & CERTIFICATIONS

- ♦ Master's Degree, Faculty of Business Administration, Finance Management. **2020**
- ♦ Bachelor's Degree, Faculty of Business Administration, Marketing & Finance Management. **2017**
- ♦ Product Management Professional, PMI (LinkedIn Learning). **2026**
- ♦ Certified Trainer, "Start and Improve Your Business", ILO **2023**
- ♦ The Forward Program, McKinsey & Co. **2022**

PROFESSIONAL EXPERIENCE

Product & Growth Manager

Feb 2024 – Present

Mighty Charge, Zahle Lebanon

- ♦ Led the transformation of this agrifood light manufacturing startup into a registered company with a scalable business model based on a solid product strategy and growth roadmap.
- ♦ Managed the product lifecycle, including market research, ideation, MVP development, testing, and go-to-market.
- ♦ Designed a custom ERP system (excel based) to manage costing, pricing, financial modeling, and product KPIs.

Business Development Consultant

Mar 2021 – Apr 2025

Freelance Consultant collaborating with local and international NGOs to deliver projects & trainings targeting SMEs and startups under economic development, youth employability, and women empowerment sectors all over Lebanon.

- ♦ Advised 100+ SMEs and startups on business model design, product development, and growth strategies
- ♦ Supported entrepreneurs in developing market-ready products, validating product-market fit, refining value propositions, and offered guidance on suitable growth strategies.
- ♦ Delivered workshops covering entrepreneurship, financial management, design thinking and product innovation.

Product & Growth Specialist

Jan 2023 – Apr 2023

EFWB, Zahle Lebanon

- ♦ Conducted market research and competitive analysis to support the development of product offerings.
- ♦ Defined product positioning, messaging, and differentiation strategies based on customer & market insights.
- ♦ Developed a growth roadmap driving customer acquisition & brand visibility resulting in a 25% increase in engagement

Operations Supervisor

Feb 2017 – Sept 2019

Maliks Bookshop, Zahle Franchise

- ♦ Contributed to improving product assortment and in-store customer experience through generating sales and performance reports, and supporting data-driven business decisions.
- ♦ Managed operations including revenue tracking, expense control, budgeting support, and inventory control

SKILLS

LANGUAGE: English: C1 - French: DELF B2 certified - Arabic: Native

SOFT SKILLS: Problem solving – Emotional Intelligence – Storytelling – Strategic Thinking - Creativity – Leadership – Communication.

TECHNICAL SKILLS: Google workspace, Microsoft Office, Trello.

COMPETENCIES: Data collection & analysis, MVP validation, Stakeholder and cross functional collaboration, Product lifecycle management, Customer-centered approach, Performance & KPI tracking, user experience.