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# Ahmad El Ghazzawi

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*Product Owner*

## PROFILE

A results-driven Product Owner with a track record of increasing sprint efficiency by 25% and boosting user satisfaction by 20% through data-driven decisions and expert stakeholder management. Eager to apply my expertise in agile methodologies and digital transformation to help a forward-thinking company achieve its product goals and drive market growth.

## CAREER HIGHLIGHTS

- Boosted user satisfaction by 20% by implementing a structured client feedback and product review process.
- Increased sprint delivery efficiency by 25% through the introduction of Gherkin-based user stories and leading refinement sessions.
- Successfully managed the delivery of over 15 key features for a complex ERP system by enhancing backlog clarity and coordinating a cross-functional team of 8.

## WORK EXPERIENCE

### Associate Product Owner

Equativ, Paris | August 2023 - February 2024

- Fostered a collaborative design-dev environment by leading biweekly alignment meetings, resulting in a 30% reduction in UI/UX-related bugs and a more streamlined handoff process.
- Synthesized feedback from 10+ key stakeholders to refine the product roadmap, leading to the successful prioritization of features that contributed to a 15% increase in user retention.
- Planned and developed quarterly roadmaps for the projects
- Applied agile methodologies to deliver over 10 key features within set deadlines, utilizing JIRA for advanced ticket management and sprint planning.
- Managed advertising technology platforms, including EMP website ad integration and bidding optimization on premium websites, improving ad performance by 15%.
- Ensured efficient information flow between the developers, designers, and client support, and the head of the product.
- Led presenting the team at senior management meetings

### Associate Product Owner

Mambo, Lebanon | May 2019 - September 2021

- Coordinated with developers and testers to ensure sprint goal delivery, achieving a 90% completion rate through effective time management and 2-week sprint cycles.
- Participated in functional testing and quality assurance, reporting critical issues and reducing bugs by 25% through rigorous testing and confirmation protocols.
- Led daily scrum meetings (stand-ups) to track progress and identify blockers, improving team velocity by 10%.
- Prepared technical documentation for developers to ensure smooth implementation and deployment processes, reducing onboarding time for new developers by 20%.

**Community Mobilizer**

Mercy Corps, Lebanon | July 2020 - December 2020

- Collected on-site data through real-time surveys and structured interviews, improving operational efficiency by 30%.
- Organized and categorized data to streamline analysis processes and support decision-making, leading to more effective program interventions.

**CORE COMPETENCIES**

Agile & Scrum Methodologies	Product Roadmap & Strategy	User Story & Acceptance Criteria
Stakeholder Management	JIRA & Confluence	Data Analysis & Google Analytics
Digital Transformation	Go-to-Market Strategy	API & Backend Integration

**EDUCATION**

**Master's Degree in Management of Technology - Information Systems**

ESIEE Paris | September 2022 – May 2024

Main acquired knowledge/ skills:

- Agile project management
- Digital transformation
- Conflict management
- Intercultural management
- Data analytics and statistics - Google Analytics
- Cybersecurity
- Python coding

**Bachelor's Degree in Petroleum Engineering**

BAU Beirut | September 2014 – July 2019

**LANGUAGES**

English - C2 (Bilingual)  
 French - B2 (Advanced)  
 Arabic - Native