

ANFISA SAADÉ

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Product manager and technical marketing professional with 4 years of progressive experience within the high-precision and high-performance interconnect industry. **Ukrainian national based in Lebanon**, at the heart of the cultural diversity of the Middle East, I excel at building professional relationships with people of diverse cultural backgrounds. I thrive in agile technical environments, quickly grasping product technology and lifecycle to drive product development and adoption across the globe with a focus on EMEA & North America. **Open to relocation.**

PROFESSIONAL EXPERIENCE

PRODUCT LINE MANAGER, Interconnect Business Unit
September 2023 – August 2025

MultiLane Inc.
Houmal Technology Park, Lebanon

Managed a portfolio of high-performance, high-density and high-precision single-port and multi-port coaxial interconnects, first to enable 448Gbps per channel while halving costs for data center and semiconductor industries.

- Developed the go-to-market strategy detailing annual sales & marketing plans including budget proposals.
- Managed product marketing from A-Z, developing multi-channel campaigns down to the content creation, managing their execution and monitoring their performance in collaboration with marketing and sales teams.
- Managed product customization requests, interfacing with the customers to gather requirements, collaborating with the engineering team to ensure feasibility and coordinating the logistics team to ensure fast turnaround.
- Collaborated with the VP & the Engineering Team Lead coordinating release timelines, negotiating product development budgets, reviewing product roadmaps, addressing potential risks impeding progress.
- Acted as a link for collaboration coordinating with cross-functional teams (C-suite, Marketing, Sales, Quality, Operations, Engineering...), leading progress review meetings, identifying bottlenecks and resolving them, following up reliably and ensuring dynamic progress and timely delivery.
- Resolved critical operational bottlenecks such as RFQ response time shortened by 80% by personally building an automated price list covering 8k+ product configurations, SAP ERP integration streamlined by personally designing and implementing a structured product identification system (standard PNs and product naming).
- Managed and mentored junior team members to support NPI and marketing activities. Defined all NPI documentation standards and reviewed all NPI documentation before release.
- Managed collaboration with Rosenberger North America for SMPX product line release, fully overseeing stakeholder coordination, financials, logistics, and joint marketing.
- Negotiated supplier relationships to reduce costs, improve quality, and ensure compliance with RoHS and CE.
- Performed competitive analysis and market research, monitoring and analyzing competitor pricing, product offerings, features & services, marketing campaigns, and distribution activity to inform GTM strategy, maintain competitive pricing, and identify market opportunities, customer needs, and growth areas.
- Developed price lists, performed dynamic pricing for customization, delivered investment proposals based on demand forecasts while keeping track of costs and inventory as well as maintaining margins for profitability.
- Stepped in as technical support, answering detailed product questions, troubleshooting issues, and becoming the go-to person for conflict resolution retaining even the most difficult customers.
- Gave product presentations, demonstrations, and webinars, building and maintaining strong relationships with key accounts to expand business opportunities.

PRODUCT SPECIALIST, Interconnect Business Unit
January 2023 – August 2023

MultiLane Inc.
Houmal Technology Park, Lebanon

Primary product expert alongside the VP of Interconnect, tasked with refining product structure and roadmap while building the foundation of GTM activities of the upcoming product lines launches.

- Led product placement in distribution (DigiKey, Mouser...) through stakeholder alignment, competitive analysis for product pricing and product selection, as well as investment proposals and stock management.
- Participated in build review meetings with the engineering team, bringing customer feedback and competitor insights to inform feature design and enhancements for usability, quality, and competitive differentiation.

- Developed product bundling strategies to increase adoption and accelerate product rollout by introducing DevKits enabling customers to test the product for usability and performance before committing.
- Built sales collateral (pitch decks, use cases, one-pagers, price lists...), coached sales teams (internal, external, pre- and post-sales, field application engineers, external sales reps, and distribution partners).
- Conducted industry research, mapped decision-makers, and launched targeted outreach to generate qualified leads (cold emailing, LinkedIn outreach...).
- Managed CRM via HubSpot and tracked RFQ backlog, collaborating with sales to achieve yearly targets.

TECHNICAL MARKETING ENGINEER & ENGINEERING TRAINEE
January 2022 – December 2022

MultiLane Inc.
Houmal Technology Park, Lebanon

Assigned to the newly established Interconnect Business Unit to set up its product marketing infrastructure from the ground up. Built industry knowledge and understood the MultiLane ecosystem competitive edge.

- Wrote and designed all the technical & business content of the marketing and sales collateral to be distributed across multiple channels in collaboration with marketing and sales teams.
- Prepared materials to be showcased at major industry tradeshows and exhibitions such as DesignCon and ECOC.
- Designed the unique visual identity of MultiLane Interconnect through high quality realistic renders.
- Co-authored the white paper: "Receiver Stress Tolerance Test Solution: Deploy 800G with Confidence."

Received hands on technical training and became deeply familiar with each stage of the product development cycle: design -> test & validation -> manufacturing & assembly -> quality control.

- Studied the science behind the products, industry trends and the technical constraints that inform product design, development and validation.
- Attended a Signal integrity fundamentals course enabling me to read and interpret signal integrity reports as well as understand design trade-offs between mechanical integrity and signal integrity for high performance.
- Assisted in mechanical design on Inventor, product rendering via Blender for demonstrations, and prototyping via SLA & PLA 3D printers and CNC machines.
- Collaborated in setting up an ergonomic manufacturing line, customizing machine fixtures while balancing precision and ease of operation, writing sequence of operations documentation for technicians.
- Generated technical product documentation like mechanical drawings, datasheets, test reports and managed external and internal product files.

PRODUCT MARKETING CONSULTANT
January 2023 – Ongoing

Freelance
Remote

Offering marketing services for high-tech companies and startups across North America and Asia.
 Portfolio available upon request.

- Developing website structure & content, collateral for sales (datasheets, brochures, catalogs, guides, portfolio presentations...) & marketing (social media posts, ads, emailers...), and managing multi-channel campaigns.
- Produced visual content (renders, animations) and showcased materials at major tradeshows such as DesignCon.

EDUCATION

BACHELOR OF SCIENCE IN MECHATRONICS ENGINEERING — American University of Science & Technology (AUST) — Beirut, Lebanon — 2019 — In progress, paused in 2025 to pursue career opportunities.

ECONOMICS & SOCIOLOGY BACCALAUREATE — Ecole Zahrat El-Ihsan — Beirut, Achrafiyeh — 2019

LANGUAGE PROFICIENCY & COMPUTER SKILLS

- **Multilingual, fluent in English, Arabic, French & Russian with elementary Ukrainian.**
- Programs: Autodesk Inventor, Solid Works, Autodesk Fusion & Blender; Python, C, C#, C++; MS Office Suite (PowerPoint, Office, Excel, Outlook...), Google Workspace (Docs, Sheets, Slides, Forms...); Adobe Photoshop & Illustrator; Jira; SAP ERP; HubSpot CRM.

October 15, 2025

To Whom It May Concern,

It is with great pleasure that I write this letter of recommendation for Ms. Anfisa Saade, who provided her professional services to HTP S.A.L. as a Product Management and Marketing Consultant from February 14, 2022, until August 25, 2025.

Anfisa was responsible for end-to-end product management, covering product definition, part numbering and naming conventions, lifecycle tracking, cost and pricing analysis, market studies, and documentation. She also played a key role in go-to-market (GTM) planning, supporting distribution efforts, marketing campaigns, and competitive benchmarking.

Her work extended into documentation and communication, where she prepared and maintained high-quality brochures, catalogs, flyers, social media materials, and technical templates. Her ability to translate complex engineering concepts into clear, visually appealing business material was particularly valuable to the unit's success.

In addition, Anfisa supported the customer relations and outreach functions, assisting with CRM activities, client follow-ups, presentations, and problem resolution. Her approachable communication style and responsiveness helped build and maintain strong customer relationships. Anfisa's quality of work consistently met the highest standards. She is a fast learner with the ability to absorb complex technical information and translate it into actionable business insights.

In summary, Anfisa Saade is a driven, capable, and forward-thinking professional. I have full confidence that she will bring the same level of excellence, creativity, and commitment to any future endeavor.

Sincerely,
Toufic Hatem
GM – Interconnects Business Unit

