

SALLY AL SARDOUK

Sally.sardouk98@gmail.com | +966 545696639 / +961 70462265 | linkedin.com/in/sally-al-sardouk

SUMMARY

Fintech Product Manager with 5+ years of experience leading platform development and launching digital financial solutions including wallets, cross-border payment apps, and KYC/AML standards. Skilled in regulatory compliance, UX design, QA testing, and launching secure, scalable digital financial solutions. Proven success in pricing strategy, partner negotiations, and user engagement through intuitive, accessible interfaces. Known for managing cross-functional teams and collaborating with tech and compliance stakeholders to deliver secure, scalable products.

Key Products:

- Link – Digital wallet with cash-in/cash-out functionality.
- iZi eSIM – eSIM data platform with cross-border service integrations.
- Siblink – Family financial platform promoting budget control and shared wallets.

EXPERIENCE

Fintech Product Manager

Econn Company, Remote | August 2022 – February 2026

- Led the development of Link (digital wallet application/web), iZi eSIM (data eSIM application/web), and Siblink (Family financial solution application/web) from concept to launch.
- Conducted market research and competitive analysis to define product positioning and strategic opportunities.
- Designed and planned end-to-end user flows, ensuring seamless user experiences and intuitive interfaces.
- Created detailed project documentation for each phase, including requirements gathering, process flows, and technical documentation.
- Collaborated with UI/UX designers to bring the vision to life through wireframes and prototypes.
- Reduced user onboarding time by 40% by restructuring onboarding flows and streamlining key user journeys.
- Ensured full compliance with fintech regulatory requirements including KYC and AML during feature rollout.
- Managed cross-functional teams, coordinating with IT, marketing, sales, and operations to ensure smooth execution.
- Engaged and negotiated with third-party service providers, securing API integrations, pricing agreements, and legal documentation.
- Developed pricing strategies for services offered, optimizing market competitiveness and profitability.
- Monitored project progress, managed risks, and ensured timely delivery while staying within budget.
- Performed backend API testing using Postman to validate endpoint functionality, response accuracy, and data integrity across product features.
- Created and managed detailed test cases and test suites on BrowserStack, covering cross-browser and cross-device compatibility for web and mobile applications.
- Documented and tracked bugs using structured bug reports, including steps to reproduce, expected vs. actual behavior, severity levels, and supporting screenshots.

Operations Manager

Econn Company, On-site | January 2021 – August 2022

- Oversaw daily business operations, ensuring efficiency in workflow, logistics, and resource allocation.
- Conducted market research and provided strategic recommendations for business growth.
- Supervised remote teams and ensured seamless collaboration across different departments.
- Managed vendor relationships and ensured cost-effective procurement strategies.

Executive Administrative Assistant

Econn Company, On-site | January 2020 – December 2020

- Coordinated high-level meetings and prepared reports for senior executives.

- Managed confidential documents and correspondence, ensuring data security and compliance.
- Assisted in financial reporting and budget tracking to support decision-making.

EDUCATION

Lebanese University

- Master's in Management Information Systems | 2020 – 2021
- Bachelor's in Management Information Systems | 2017 – 2020

LANGUAGES

- Arabic: Native proficiency
- English: Excellent in reading and writing, very good in speaking
- French: Excellent in reading and writing, very good in speaking

SKILLS & CERTIFICATIONS

Skills:

- Product Management
- Digital Wallets & Payments
- Regulatory Compliance (KYC/AML)
- Platform Development & Rollouts
- UX/UI Optimization
- QA Testing – Postman (Backend API Testing), BrowserStack (Test Cases & Cross-Device Testing), Bug Reporting
- Market Research & Competitive Analysis
- Pricing Strategy & Financial Modeling
- API Integration & Vendor Negotiation
- Agile, Scrum, Figma, ClickUp, Microsoft Office

Certifications:

- Project Management Foundations
- Python (SE Factory)
- CISCO Certification
- TOEIC Bridge (D.O.T)
- Web Development (Recoded)

References: Available upon request