Emad Shaat

Product Management | Data Strategy & Personalization

Summary

Growth-focused Product Manager with 8+ years of experience driving measurable user acquisition, activation, retention, and monetization through data-driven experimentation and continuous discovery. Proven ability to translate insights into scalable product strategies that enhance user experience and accelerate product-led growth. Experienced in managing cross-functional teams, conducting A/B testing, and delivering impactful features in fast-paced SaaS environments.

Skills

- Growth Strategy & PLG: Funnel optimization, onboarding flows, activation, retention, monetization
- Product Management: Roadmapping, backlog prioritization, Agile/Scrum, iterative delivery
- Experimentation & Analytics: A/B testing, SQL, Power BI, Tableau, KPI tracking, cohort analysis
- User Research & Discovery: Journey mapping, data-driven hypothesis validation, feedback loops
- Cross-Functional Collaboration: Partnering with Engineering, Design, Marketing, and Data Science
- Systems & Tools ClickUp, Jira, Airtable, Confluence, SQL, Power BI, Tableau, Zendesk, Python, API integrations, Agile/Scrum

Experience

Windsor Solutions **Product Owner**

November 2019 - present

Remote - Portland, Oregon

- Own end-to-end product strategy and roadmap for internal support systems, aligning initiatives to company OKRs and product-led growth metrics.
- Drove onboarding and self-service automation that reduced support response time by 25% and increased user engagement across support channels.
- Designed and executed A/B tests and experiments to improve user activation and feature adoption, leveraging SQL and BI tools for analysis.
- Collaborated with Engineering, IT, and Analytics teams to develop AI-driven tools enhancing workflow efficiency and personalization.
- Partnered with analytics to define success metrics, monitor KPIs, and communicate insights to stakeholders, influencing strategic
- Created process documentation, architecture diagrams, and product playbooks to improve visibility and team alignment.

Advanced Eagles Factories

Lead Product Manager

June 2017 - November 2019

Saudia Arabia

- Defined product vision and strategy for critical systems driving operational efficiency and growth.
- Implemented analytics-driven product optimizations that improved user retention and reduced costs by 10%.
- Collaborated with cross-functional teams to launch features enhancing data accuracy and onboarding flows.
- Established dashboards and reporting frameworks to measure user behavior, engagement, and conversion performance.
- Advocated for Agile and data-informed experimentation culture to guide product improvements.

Modern Digital

June 2015 - June 2017

Saudi Arabia

Lead Technical Product Manager

- Led the end-to-end implementation of a \$100K ERP product, integrating multiple systems to reduce data silos and streamline operations.
- Partnered with design and engineering to ship high-impact features that improved user satisfaction and system adoption.
- Built data validation and analytics frameworks to monitor performance, driving iterative product improvements.

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- Increased user activation and retention through data-informed product experiments.
- Scaled internal tools enabling 30% faster onboarding for new support team members.
- Spearheaded transition to product-led experimentation frameworks to guide roadmap prioritization.

Independent Business Venture

Co-Founder & Former Product Architect For Two Startups

- Abwabi: https://abwabi.com/
 - Designed a SaaS property management platform, Abwabi, a web-based property management platform that streamlines operations for landlords and property managers. (2022-2025)
- Brain Notes: https://www.brainnotes.ai/landing
 - Built an Al-first notes app for instant capture and natural-language recall with location/time filters. (2025-present)
- Leo & Ella: https://www.leoella.com/
 - Founded an e-commerce brand offering sustainably produced baby products. (2021-2024).

Education

Portland State University

Bachelor of Science in Civil & Environmental Engineering