

# ME IS YOUR **PRODUCT MANAGER**

**YASSER EL-BATAL**



“  
It takes a genius to make a product simple and a  
Fearless mind-set to learn and experiment  
various hypothesis to improve the customer data  
delight experience  
”



PORTFOLIO



# ABOUT ME

## YASSER EL-BATAL in Arabic “Hero”

I speak Business, technical, and execution with +11 years of practical experience across **KSA, Egypt, and India** hold a B.Sc. of engineering in electric & Computer Engineering.

I love to dig into **customer problems** and **solve** them with **modern technology**.

I create, scale, and optimize business portfolios that matter.

I have enjoyed wearing **many hats** and positions throughout my career in Product / Project management, marketing, technical sales, engineering, and Business. My personal and professional experiences have taught me the following about myself:

I can successfully **scale up businesses**.

- I put the customer at the center of all that I do
- I excel at the execution of big ideas with given constraints
- My gut instinct is good, but I seek data for my decisions

I can **align, lead and grow world-class product teams**

- I love to win, but helping the team win gives me greater joy
- I tell great narratives that motivate
- I focus on making high-quality decisions





**I SEEK NO  
JOB, BUT  
NEW  
SELF-  
UPGRADE.**

## **So, Let's Take It Higher, Together**

I'm comfortable being uncomfortable that I don't know everything, Constantly prefer to learn from people and enjoy solving problems by identify the right problem, like ambiguity and going to the process to AHA moment and I would like to keep it this way.

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### **Professional Skills**

Entrepreneurship Experience | Project Management | Product Management | User Experience (UX) Design | Product Analytics | Team Development | Market And Pricing Analysis | Product Development | Product Roadmap | Portfolio Strategy | Business Development | IT | Data & Analytics





# EXPERIENCE

2019-2021



**Product Consultant in residence, Crowd Analyzer | SMRG, "Client", Al Riyadh, KSA**

- Lead the product and reporting team and direction to all business and UX.

2019



**Business Development Manager, ProVAD - Freelance | Egypt**

- Crafted marketing/distribution strategies, materials for new products to increase revenue

2018-2021



**Research Consultant, Crowd Analyzer | Egypt**

- Own the product competitive analysis, sales enablement to help upselling, VAS to decrease churn rates and increase retention opportunities.

2017-2018



**Senior Monitor Research Analyst, CARMA International | Egypt**

- I assisted in applying & analyzing g qualitative and quantitative analysis RESEARCH for KSA ISPs

2017



**Business Analyst | Product Owner, SPI Cinemas, Chennai, India**

- Own client requirements and write product backlog features into detailed stories.

2014-2016



**RMA Manager, ECS – Distribution | Egypt**

- Resource's authorization product manager for 18.
- Conducted competitor prices analysis,, training sales, and product managers.

2012-2014



**Technical Consultant, Outsource projects | Egypt**

- Act as a consultant/advisor for the salesperson, PM and the client in the complex technical issues

2011-2012



**Technical Support engineer, Vodafone**

- I provided technical support for CISCO's VOIP high-value equipment voice systems such as installation, configuration

2010



**Network Engineer apprenticeship, Orange BS**

- Technical support and monitoring network operation





# EXPERIENCE TIMELINE

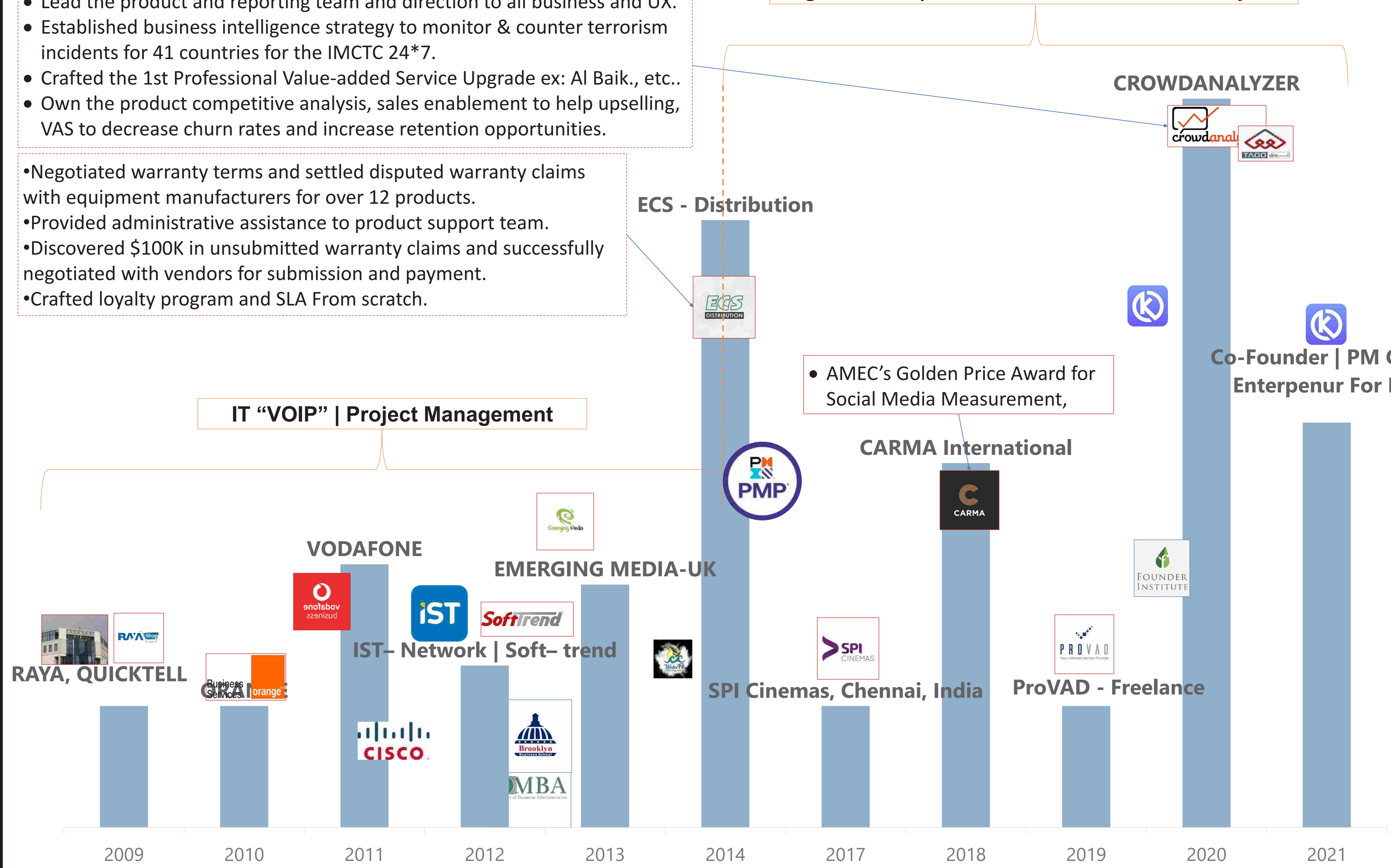
- Lead the product and reporting team and direction to all business and UX.
- Established business intelligence strategy to monitor & counter terrorism incidents for 41 countries for the IMCTC 24\*7.
- Crafted the 1st Professional Value-added Service Upgrade ex: Al Baik., etc..
- Own the product competitive analysis, sales enablement to help upselling, VAS to decrease churn rates and increase retention opportunities.

- Negotiated warranty terms and settled disputed warranty claims with equipment manufacturers for over 12 products.
- Provided administrative assistance to product support team.
- Discovered \$100K in unsubmitted warranty claims and successfully negotiated with vendors for submission and payment.
- Crafted loyalty program and SLA From scratch.

## Digital Media | Product Research & Data Analytics

MONTHS

40  
35  
30  
25  
20  
15  
10  
5  
0





# CUSTOMERS SHARED EXPERIENCE WITH



IMCTC



TAOQ



EMAAR



TAOQ



ALBAIK KSA



DP WORLD



DUBAI POLICE



Global Village Dubai



Jaguar



JLL



SOSM



REHLAT



MOBILY KSA



Kingston



Seagate





# CERTIFICATIONS &

# Awards


ONCE AND ALWAYS



**Product Discovery**



**Product Management Fundamentals**



**Product Delivery**



**Product for Entrepreneurs**



**Product Marketing**



**Product Business Fundamentals**



**Full Stack Product Management**



**Communication Product Management**



**Advanced Digital Marketing**  
UDACITY



**Email Marketing**  
UDACITY



**Content Marketing**  
UDACITY



**Facebook Ads**  
UDACITY




**Professional Digital Marketing**  
UDACITY




**Social Media Pro**



**Content Marketing**  
HubSpot Academy  
Contextual Marketing Certified  
CEYHUN AKSAN




**Excel Data Analysis & Data Visualization**



**Data Visualization, MS Power Bi**  
Powerful Insights



**Advanced excel analysis**  
Powerful Insights



**Excel Data Analysis & Data Visualization**



**CCNA, CCNA essential VoIP, security**  
CISCO



# +11 Projects

## DELIVERED IN A STYLE

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### SKILLS

- Strategies (Product, Research, Marketing 360, Professional Services)
- Product Plan (Discovery, Roadmaps, Design, etc..)
- Product Marketing
- Email Marketing
- Loyalty program, Sales documents.
- Project planning
- Project execution
- Project monitoring and controlling

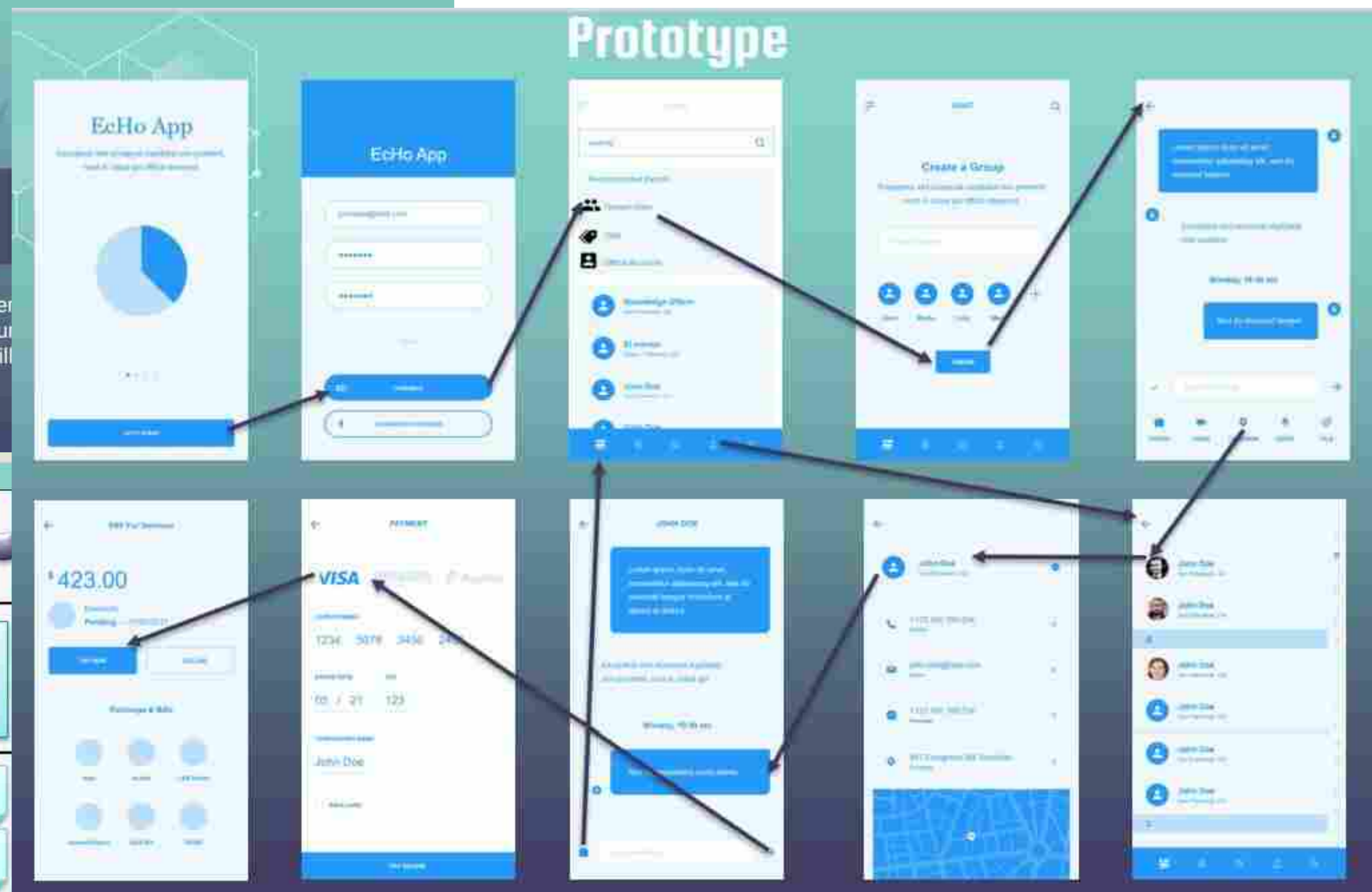
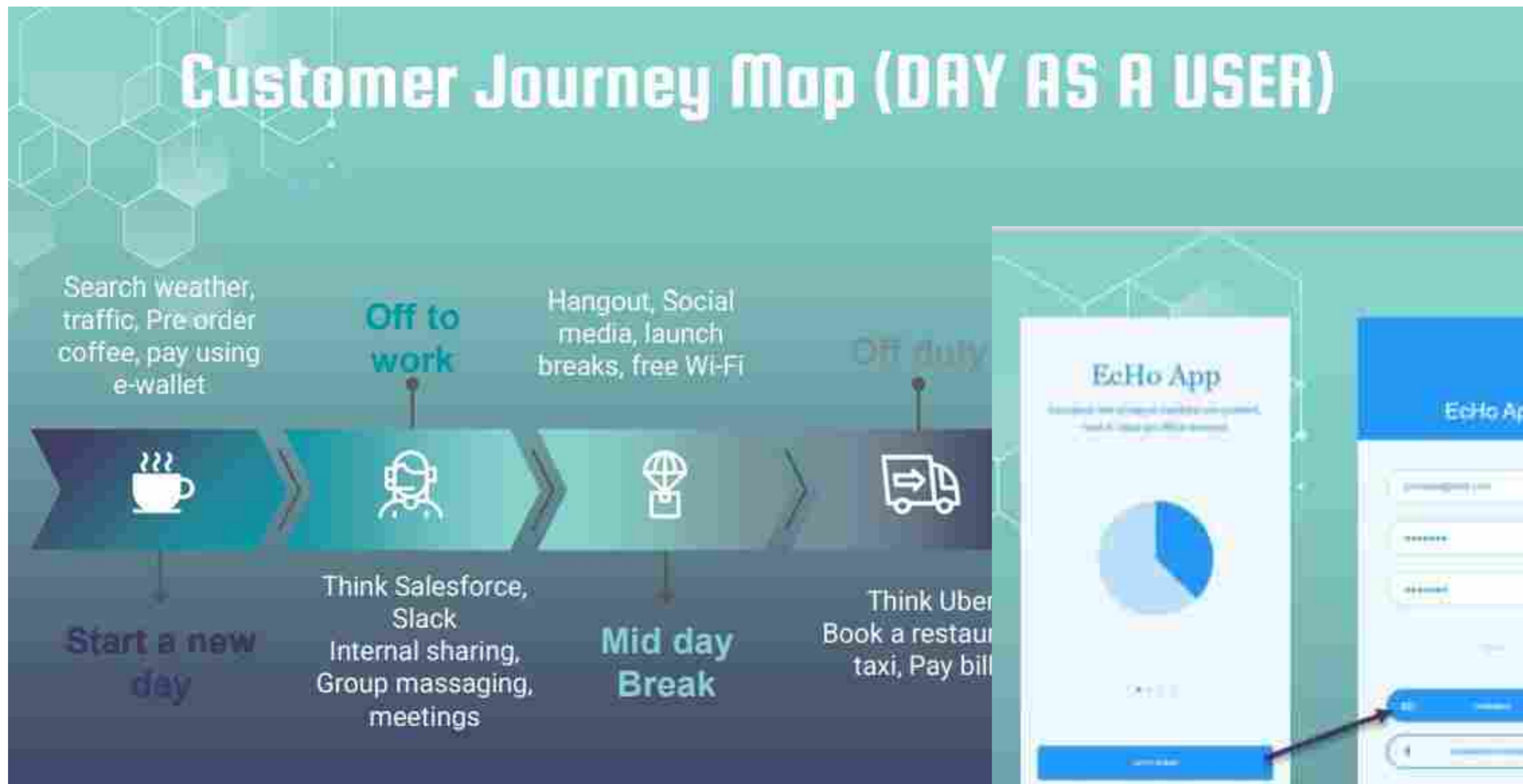


### TOOLS

- Spreadsheet & Database Management: Google Sheets
- App & Website Prototyping & Design: Figma, InVision, Balsamiq, Marvel
- Email Marketing & Newsletters: MailChimp
- Media Monitoring & Social Listening & Social Media Management: Google & Talkwalker Alerts, etc....
- Project Management & Group Collaboration & Teamwork: Slack, Asana, Miro
- Web Analytics & Market Intelligence: SimilarWeb, etc....



# All in one App Product Strategy



## Roadmap

Releases	Beta, MVP	Release 1.0
Goals	<ul style="list-style-type: none"> <li>Validate solution hypothesis &amp; value proposition</li> <li>Come with the most important and basic features</li> </ul>	<ul style="list-style-type: none"> <li>Add more advanced features</li> <li>Support IOS/Android</li> <li>Maintain app stability and performance</li> </ul>
Planned Features to meet goals	<ul style="list-style-type: none"> <li>User login and registration</li> <li>Social login</li> <li>Users Profile building</li> <li>Text chat features</li> <li>Voice recording msg</li> </ul>	<ul style="list-style-type: none"> <li>Adding voice calls</li> <li>Video calls</li> <li>File and media limited size attachment</li> <li>User referral and invitations features</li> <li>User referral and invitations features</li> </ul>
Metrics & KPI's	<ul style="list-style-type: none"> <li>No. of downloads</li> <li>App rating score</li> <li>User feedback</li> </ul>	<ul style="list-style-type: none"> <li>User engagement rate</li> <li>Session time duration</li> <li>No of downloads</li> <li>Data sharing size.</li> </ul>

More details can be handed later





# Startup Product Strategy

## Design street guards Project Plan

Overview **List** Board Timeline Calendar Dashboard Messages

+ Add task

Task name

### ROAD MAP

Planning

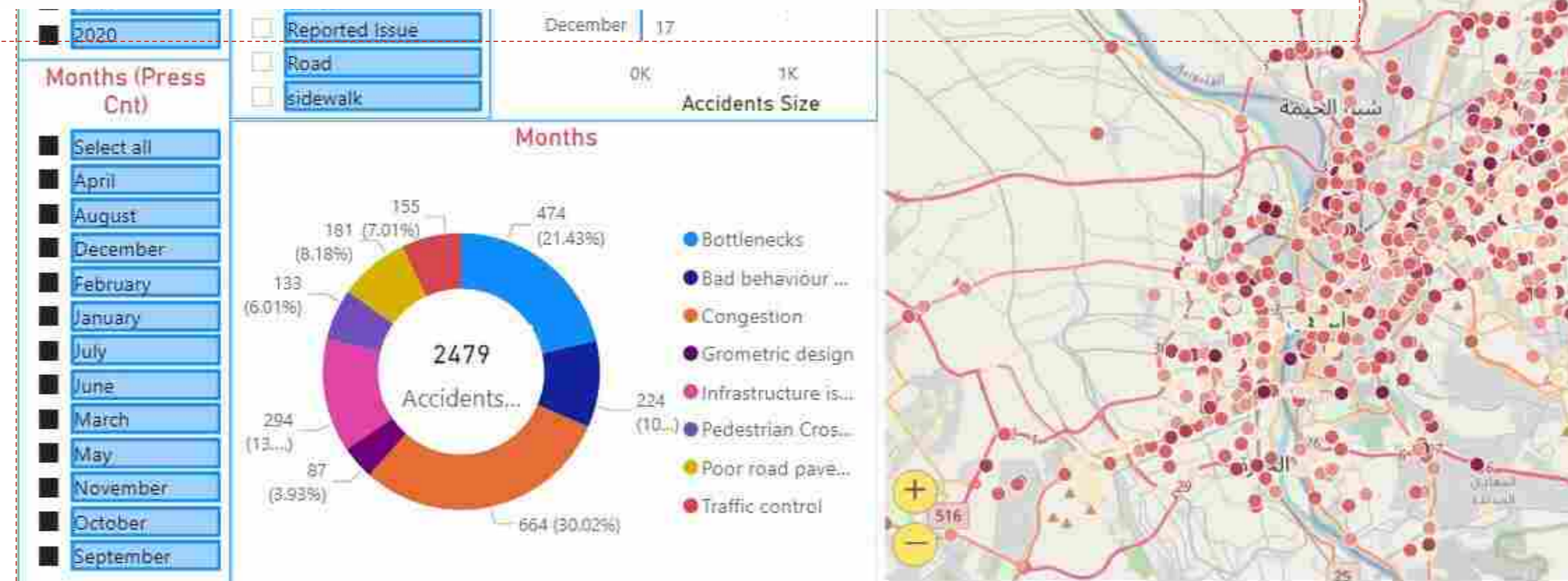
- [READ ME] Instructions for using this project 3
- Learn more about using data metrics for streetguards 4
- Break work into tasks and assign date ranges to signify when work needs to be done
- Use Custom Fields to track priority and task progress (discussion)

Dashboard Designs in progress 2 3

- web
- app
- Final MVP

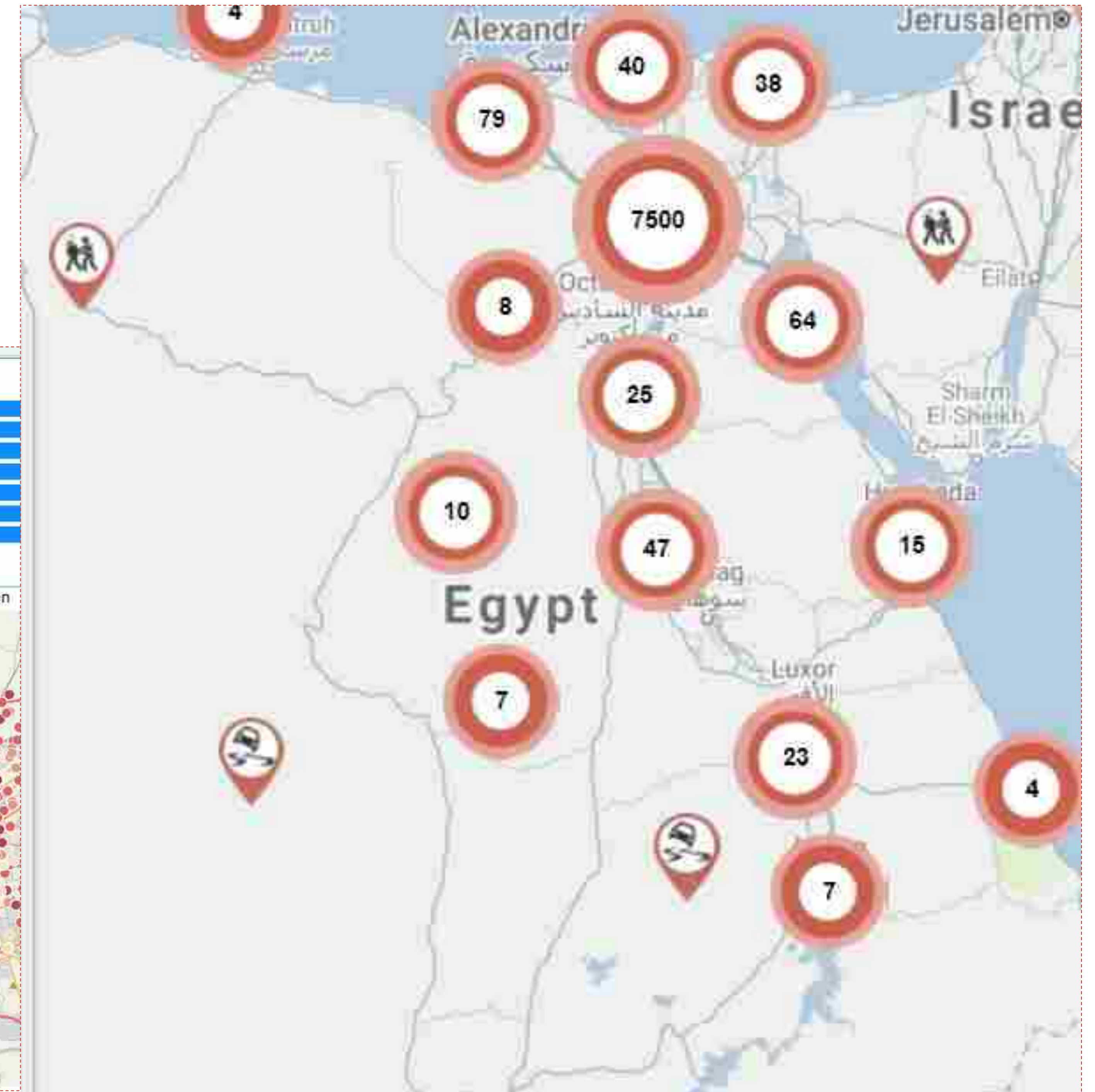
Agreement Draft 2 1

Draft Review



## PROTOTYPE

## MVP



<http://streetguards.com/>

More details can be handed later



# ACTION PLAN

# ACTION PLAN

## Summary

This document is designed to outline the (VAS) Value added professional services for *Al Baik* in the coming 6 months start from Feb 2019. We aim to support *Al Baik* in its marketing and business objectives by identifying the following customized reports and training.

**Brand:** Al Baik KSA

**Competitors:** Altazaj\_fakieh, Kfcarabia, Mcdonaldksa, Maestropizzaksa, *Ktaykitsa* Shawarma.

### My plan to meet client needs

Will customize training sessions to *Al Baik* how to extract these reports form the p the next 6 months after each report.

- Each report planned to take 7 BD.

Reports time frame Feb2019-July 2019 (6 months):

Report	Monitor start date	Monitor end date	Delivery date
Campaign Report Phase1 & Phase2	Jan 17, 2019 Feb 17, 2019	Feb 7, 2019 (22 days) Feb 28, 2019(12 days)	March 11, 2019
3 Months Social Accounts Performance Analysis (Twitter, Facebook, Instagram)	Once we add all the missing social accounts I can decide Recommended (3 months)	<ul style="list-style-type: none"> <li>• Twitter, Facebook, Instagram(<b>missing</b>) Ktaykitsa; Shawarma</li> <li>• Instagram(<b>missing</b>) Al Baik, Macdonald's KSA, Masteropizzaksa, Altazaj_fakieh</li> </ul>	April, 2019
		Dec 1, 2018 (3 months)	May 12, 2019

### | Al Baik Action Plan:

1. 6 Types of VAS reports (plan + customized training).
2. Weekly reports (4\*5=20) continuous update (relevancy, sentiment, and new smart tags).
3. Open communication channel for support (12\*5) for customer inquiries (Crisis and others).
4. Weekly meeting (Proactive plan to monitor new campaigns and other social media accounts).
5. New alerts (Add new keywords).
6. Automated reporting.

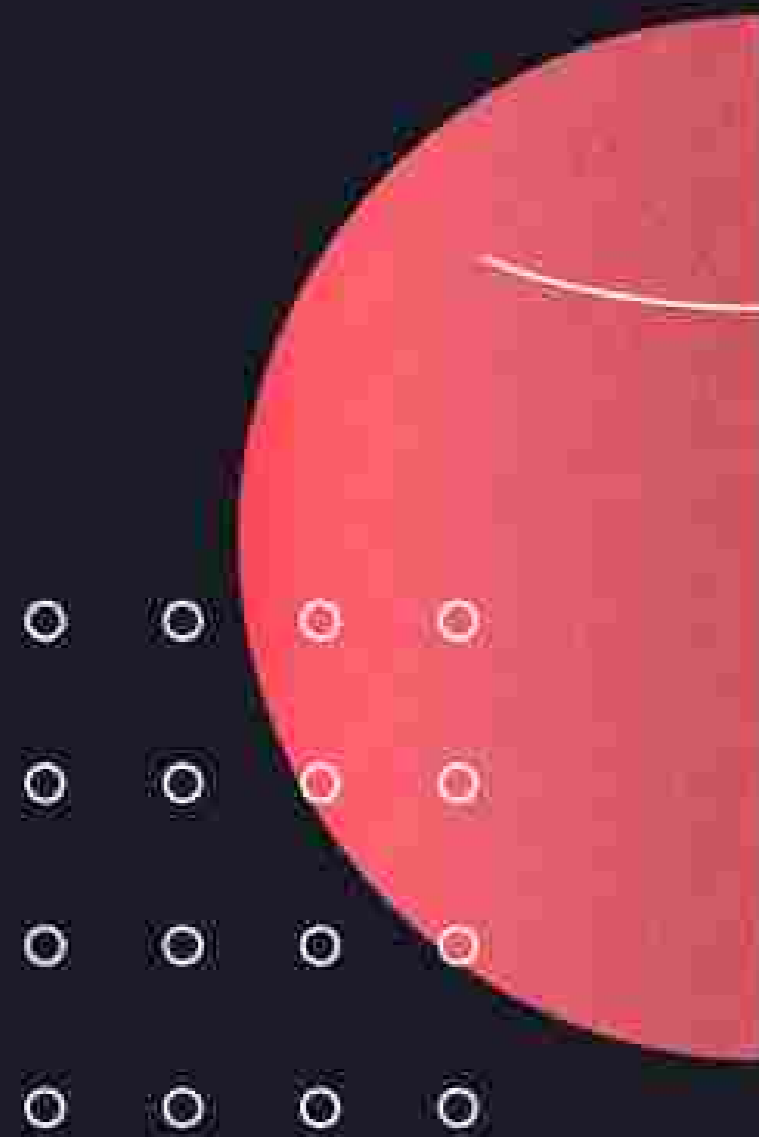
- Update VAS up-selling from amity and Cs.
- Update competitor analysis sheet.(Dashboard ☺)
- Support tasks





# Facebook News Redesign Product Delivery

## Goals



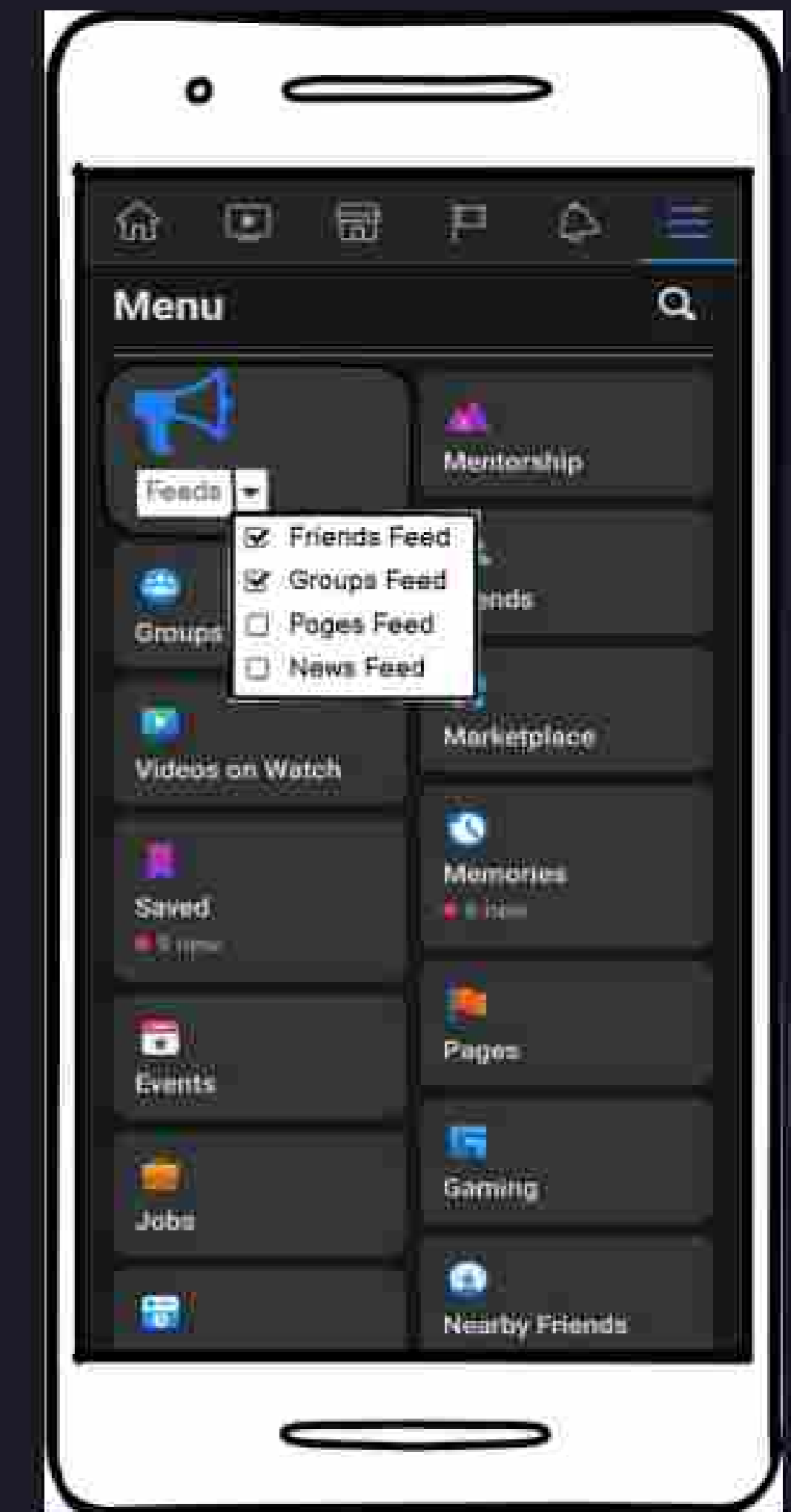
So, we are going to re-design feed to achieve 3 main goals:

- Moving from the News Feed to a social user feed (i.e. prioritizing social user content)
- Encouraging interactions on feed items rather than just passively consuming them
- Localization is king (i.e. a different experience per locale)

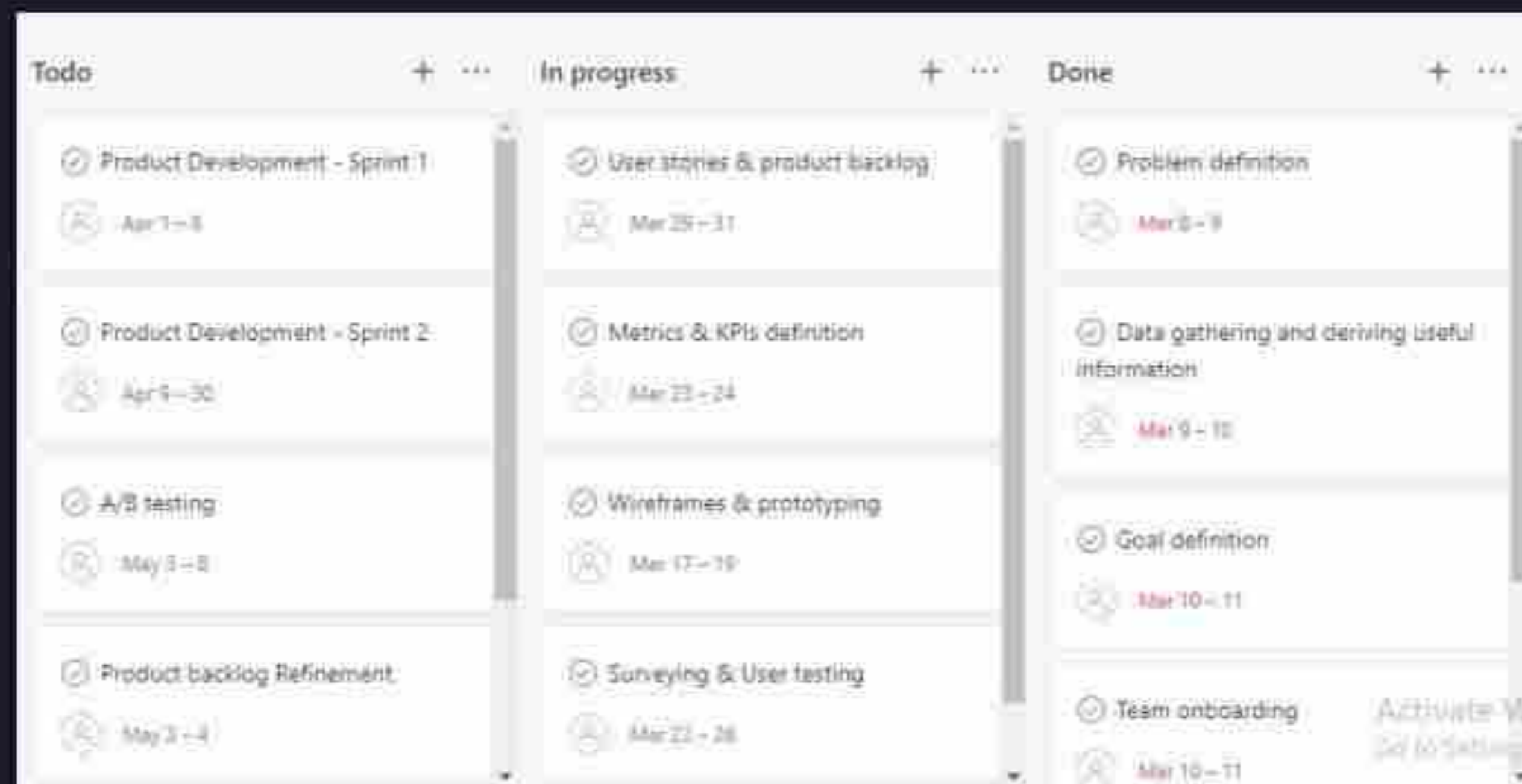
## Design:

- You can customize your feed according to what do you need to see right now by checking one or more of:

- Friends feed.
- Groups feed.
- Pages feed.



## Kanban Board



More details can be handed later



# Udacity Campaign Email Marketing

**Summary:** ( Three phases ) Email Campaign, Created using MailChimp and analyzed the results.

Details on slides that follow:

1. Marketing Objective & KPI
2. 3 Phases Email
3. Calendar & Plan
4. ...

## Calendar & Plan

Email Name	Planning Phase	Testing Phase	Send Phase	Analyze Phase
Email 1	3 Aug	4 Aug	5 Aug	10 Aug
Email 2	6 Aug	8 Aug	10 Aug	15 Aug
Email 3	8 Aug	13 Aug	15 Aug	20 Aug

Week One					Week Two					Week Three				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Email 1														
					Email 2									
										Email 3				

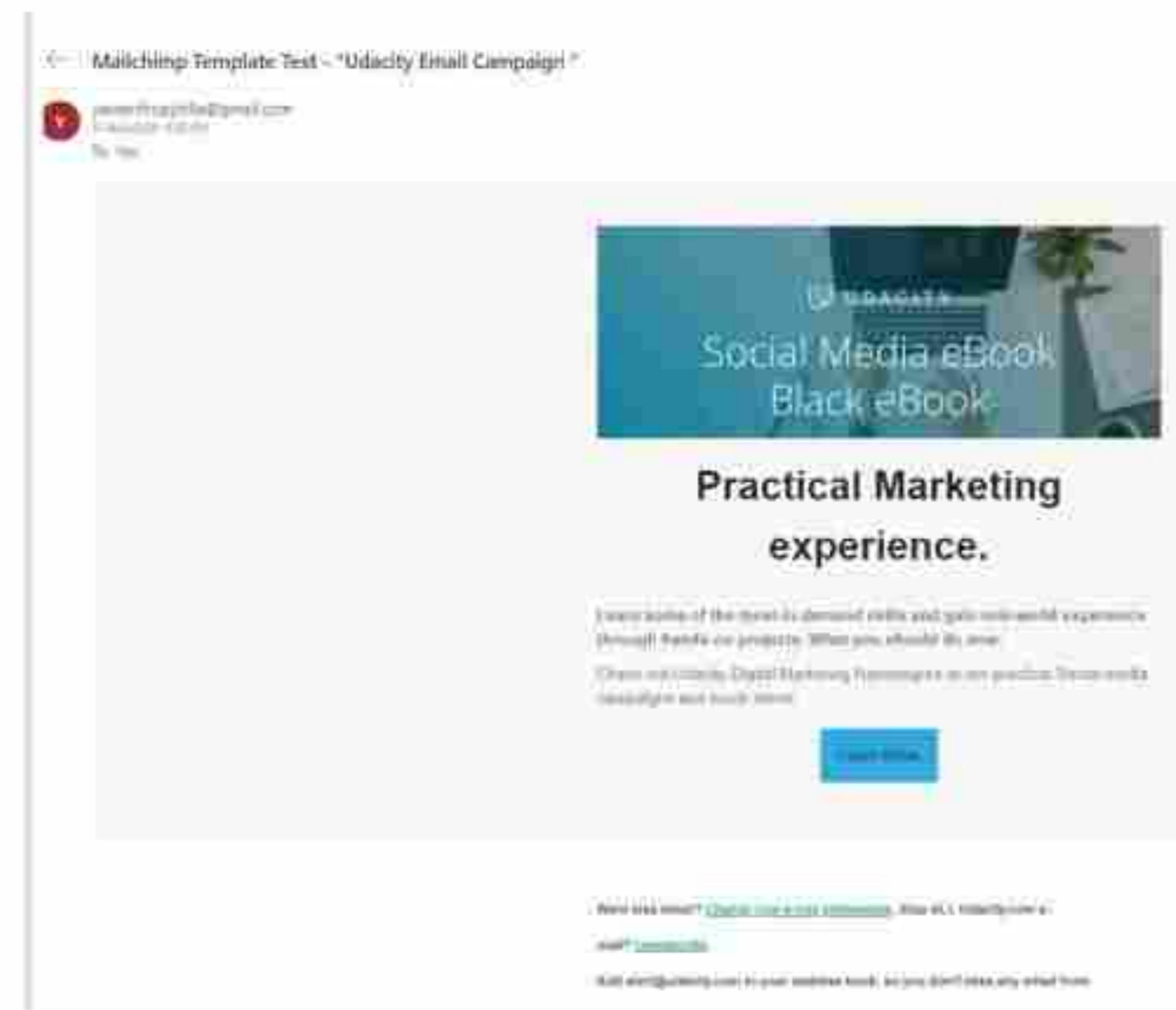
## Email Series

Phase 1 Email : (Awareness)

Phase 1 Email : (Engagement)

- Social Media Black eBook Guide.

## Final Email



More details can be handed later



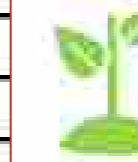
## Assessment: Situation Analysis Countries to start the Education initiative

Country of focus	Initiative	Link	Price	Competition	Age group	Main Language	Main Object
Kuwait	Coded Juniors	<a href="https://juniors.joincoded.com/">https://juniors.joincoded.com/</a>	Paid	Direct	8-13	English	Knowledge
Egypt	EgyFWD	<a href="https://egfwd.com/">https://egfwd.com/</a>	Free	Indirect	18-30	Arabic	Employment
Africa	IBM-DNA	<a href="https://developer.ibm.com/digital/">https://developer.ibm.com/digital/</a>	Free	Indirect	18-30	English	Knowledge
Egypt	NTL	<a href="http://techleaders.eg/">http://techleaders.eg/</a>	Free	Indirect	18-30	Arabic	Employment
UAE	Arab Coders - Mentors	<a href="https://mentor.arabcoders.ae/">https://mentor.arabcoders.ae/</a>	Free	Potential	N/A	N/A	Both
MENA	Nafnam	<a href="https://www.nafnam.com/">https://www.nafnam.com/</a>	Free	Potential	6-16	Arabic	Knowledge
Egypt	Vodafone Ta3limy	<a href="https://www.ta3limy.com/">https://www.ta3limy.com/</a>	Free	Potential	6-16	Arabic	Knowledge

Main countries to start the initiative	
Egypt	The government is in a digital transformation phase that welcomes various online education initiatives and investing millions of dollars in enabling all school students with internet based resources for education
UAE	With a great ambition to develop 1 Million arab coders, UAE has the infrastructure and government funding to initiate such an initiative
	With a direction to self sustain their employment market, KSA is now one of the leading countries in terms of introduction of programming languages

### What did we find? What to do?



#### Room for further improvements:

- We recommend to start the initiatives in 3 phases based on the previous analysis
- Phase 1: KSA & UAE
- Phase 2: Egypt & Morocco
- Phase 3: Tunis & Jordan



## MENA: Competitive Analysis - Direct and Indirect



#### Language Type

- Java & Java s
- SQL
- HTML
- Python
- CSS
- Ruby

#### Coding level

- Pre-Level Coding - Grade KG to 2 | Age 6-7
- Elementary Level Coding - Grade 3 to 5 | Age 8-10
- Middle Level Coding - Grade 6 to 8 | Age 11-13
- High Level Coding - Grade 9 to 12 | Age 14-18



More details can be handed later



# UNLOCK YOUR MEETING WINDOW WITH ME, I WILL BE HAPPY TO!

You can always [DISCOVER MORE](#)



## CONTACT INFORMATION

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