

SYED SHAHZAIB ALI

Product Manager | Agile & Scrum Expert | SaaS Product Leader

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PROFESSIONAL SUMMARY

Results-driven Product Manager with 6+ years of experience in software product development, specializing in SaaS platforms and health-tech solutions. Expert in Agile/Scrum methodologies with a proven track record of leading cross-functional teams through complete product lifecycles. Demonstrated success in driving product strategy, stakeholder management, and delivering market-competitive solutions that achieve 8/10 NPS ratings. Skilled in AI-based prototyping, data-driven decision making, and implementing GDPR/WCAG compliance for global readiness.

CORE COMPETENCIES

Product Strategy	Agile/Scrum	Roadmap Planning
Stakeholder Management	Market Analysis	Backlog Management
Requirements Analysis	Data-Driven Decisions	Product Lifecycle
Cross-Functional Leadership	GTM Strategy	AI Prototyping

PROFESSIONAL EXPERIENCE

Product Manager

Jan 2025 - Present

CodeCones • Lahore, Pakistan

- ▶ Leading end-to-end product lifecycle for ResolveCX, a SaaS omni-channel support platform managing Chat, Email, Call, Forms, and Knowledge Base communications
- ▶ Defining product roadmap and prioritizing features aligned with company vision and market demands, driving strategic growth initiatives
- ▶ Driving development of key features including Workspace management, Custom Fields, Routing Rules, Unified Inbox, and AI-driven Reporting capabilities
- ▶ Managing backlog grooming, sprint planning, and user story creation ensuring business value alignment and delivery within Agile Scrum framework
- ▶ Orchestrating integrations with enterprise platforms: Jira, Monday, ClickUp, Zendesk, and Zoho for seamless workflow automation
- ▶ Implementing GDPR and WCAG compliance standards across all modules, ensuring global market readiness and accessibility
- ▶ Overseeing Stripe-powered billing and subscription system with automated trials, plan upgrades, and usage-based tracking
- ▶ Monitoring KPIs (adoption rate, active users, CSAT) to continuously optimize product strategy and drive measurable improvements

Business Analyst

Oct 2022 - Jan 2025

TowerTech - Punjab Group • Lahore, Pakistan

- ▶ Served as primary liaison between clients and internal teams, ensuring alignment on project goals and successful deadline achievement
 - ▶ Conducted comprehensive analysis of user requirements, business procedures, and workflows to identify optimization opportunities
 - ▶ Designed and implemented enhanced processes validated by user feedback, resulting in improved KPI achievement
 - ▶ Created technical documentation (BRD, FSD, wireframes) ensuring clarity and alignment across all stakeholders
 - ▶ Analyzed competitive products and market trends, delivering actionable insights through management dashboards and reports
 - ▶ Monitored emerging IT developments to recommend and implement system automation and modernization initiatives
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Product Associate

Apr 2021 - Oct 2022

Healthwire Private Limited • Lahore, Pakistan

- ▶ Developed and maintained product roadmaps, outlining feature specifications and release timelines for health-tech platform
- ▶ Gathered requirements through on-site visits and stakeholder sessions with sales, support, and key account management teams
- ▶ Managed sprint planning, backlog grooming, and resource allocation while maintaining close collaboration with development teams
- ▶ Proactively identified and resolved sprint blockers, ensuring milestone completion and maintaining project schedule integrity
- ▶ Secured project scope alignment with business objectives through continuous stakeholder engagement and adaptive planning
- ▶ Conducted sprint retrospectives and product knowledge sessions, driving continuous improvement and stakeholder education
- ▶ Delivered 7 health-tech modules from scratch: Accounting, Linen Management, Specialty EHR, Gate Pass, Asset Management, and HRMS

Business Analyst

Mar 2019 - May 2020

FutureNow Technologies • Lahore, Pakistan

- ▶ Analyzed business requirements and operational data to develop comprehensive reports supporting strategic decision-making
- ▶ Created interactive dashboards using Excel pivots and Power BI, enabling data-driven financial and operational insights
- ▶ Defined KPIs and data sources to establish measurable performance indicators for business monitoring
- ▶ Recommended process enhancements that improved solution functionality and key business metrics
- ▶ Documented technical specifications and conducted quality assurance testing for process automation initiatives

EDUCATION

Master of Business Administration (MBA)

Feb 2021

FAST-NUCES • Lahore, Pakistan

GPA: 3.17/4.0 | Focus: Business Administration & Management

Key Coursework: Business Processes using ERP (SAP), Marketing Analytics, Corporate Governance

Dissertation: E-Payment System and Consumer Buying Behavior

Research: E-Commerce Industry of Pakistan

Bachelor of Business Administration (BBA)

Jan 2019

NUML • Lahore, Pakistan

GPA: 3.19/4.0 | Major: Finance

Capstone Projects: CookApp Business Plan, E-Blood Bank Business Plan

KEY PROJECTS & PRODUCTS

ResolveCX - SaaS Omni-Channel Support Platform

CodeCones

- ▶ Leading comprehensive customer support platform enabling multi-channel case management (Chat, Email, Call, Forms, Knowledge Base)
 - ▶ Key Features: Workspace management, Custom Fields, Routing Rules, Unified Inbox, AI-driven Reporting, GDPR/WCAG compliance
 - ▶ Integrations: Jira, Monday, ClickUp, Zendesk, Zoho, and Stripe billing system
 - ▶ Platform URL: <https://resolvecx.cloud>
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HCloud - Hospital Management System (SaaS Product)

Healthwire

- ▶ SaaS integrated HMIS serving 3500+ active clients across Pakistan including hospitals, clinics, pharmacies, laboratories, and radiology centers
 - ▶ Comprehensive Modules: IPD, Emergency, OPD, 10+ specialty-based EHR, Operation Theatre, Ambulance, Linen & Laundry, Inventory, Laboratory, Radiology, Pharmacy, Insurance, Accounts, HR, and Reporting
 - ▶ Patient Portal: Developed web and mobile applications (iOS/Android) enabling patients to manage OPD appointments, access EHR, view lab/radiology reports, and track billing
 - ▶ Platform URL: <https://hcloud.pk>
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Model Town Hospital - Custom HMIS Implementation

TowerTech

- ▶ Custom hospital management system tailored to Model Town Hospital's specific operational requirements
 - ▶ Core Modules: OPD management, Health Record system, Laboratory, Radiology, and Pharmacy integration
 - ▶ Delivered end-to-end implementation from requirements gathering to user training and go-live support
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Education Management System (EMS) 2.0

TowerTech

- ▶ Scalable, configurable system for schools, colleges, universities, and academies with enhanced user experience
- ▶ Modules: Admission, Fee Management, Enrollment (Transfer/Promotion), Academic Calendar, Attendance, TimeTable, Examination, Transportation, Teacher/Staff Management, System Setup, and Reporting

- ▶ E-Learning Portal (LMS): Video lectures, interactive teacher sessions, discussion rooms, and e-quizzes (MCQs and short questions)
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Value Chain Management System

TowerTech • PSO (Pakistan State Oil)

- ▶ Enterprise oil procurement management system handling international imports and local refinery procurement for Pakistan's largest oil company
 - ▶ Comprehensive procurement workflow automation from vendor management to delivery tracking
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Quality Control System

TowerTech • J&J (US Client)

- ▶ Manufacturing quality control platform implementing industry-standard methodologies
 - ▶ Modules: APQP (Advanced Product Quality Planning), FMEA (Failure Mode Effects Analysis), 5 Why's root cause analysis, and Fishbone diagrams
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E-Commerce & Retail Solutions

TowerTech & Healthwire

- ▶ BigCommerce bakery website, PostoCard e-commerce platform, WordPress plugins, and Shopify-based solutions with payment gateway integrations
 - ▶ E-Pharmacy: Online pharmacy marketplace integrated with admin panel and nearby franchise delivery network
 - ▶ SaaS POS System: Multi-sector solution for SMEs (clinics, pharmacies, restaurants, retailers, gyms, salons, sports clubs, event organizers)
 - ▶ Pharmacy Management System: Desktop application synced with web-based system featuring POS, inventory, returns, procurement, accounting, and reporting
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Additional Enterprise Projects

TowerTech & FutureNow Technologies

- ▶ Solar System Portal (Zero Carbon): IoT-based real-time power generation and consumption monitoring with automated reporting
- ▶ Dunya Media Group - CTS: SAP implementation support for Commercial Transmission System covering print and digital media

- ▶ Process Automation (Prime Communication): Semi-automated sales, inventory, finance, and supply chain processes integrated with SAP

KEY ACHIEVEMENTS

Maintained 8/10 NPS customer satisfaction rating consistently across product portfolio	Achieved zero client-reported issues for three consecutive months through proactive quality management
Delivered 7+ health-tech modules from scratch addressing critical market gaps (HRMS, EHR, Asset Management)	Built Education Management System end-to-end, from concept to production deployment
Maintained 21-day turnaround time for change requests and customization delivery	Reduced sprint changes to less than 2 per sprint through effective planning and stakeholder alignment
Served as primary POC for enterprise clients, sales teams, and cross-functional project groups	Developed comprehensive product training materials including feature videos and user documentation

CERTIFICATIONS & AWARDS

2021 Google Analytics Individual Qualification	2020 Foundation of Business Strategy - Coursera
2019 Certificate of Excellence & Shining Star Award	2012 Web Designing and Development - UET