

# Youssef Tadros, MBA, Product Manager

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## Summary

Results-driven Product Manager with 7 years in product management and ownership and an MBA. Expertise in product growth, market research, leading teams, go-to-market strategies, data-driven decisions, and optimizing user experiences for business growth.

## Experience

### Product Manager, Sherweb, Montreal, Canada (Jan 2023-Current)

Sherweb is a cloud solutions provider that empowers managed service providers (MSPs) with a comprehensive suite of cloud, security, continuity, and productivity solutions.

- **Product Leadership:** Leading the continuity portfolio containing SaaS and IaaS and marketplace products.
- **Cross-Functional Leadership:** Led cross-functional teams across development, marketing, SME, and sales, enhancing team performance and collaboration.
- **Strategic Vision:** Defined and executed the vision for continuity products.
- **Go-to-Market Strategy Planning:** Developed and launched go-to-market strategies, resulting in the successful introduction of three new products.
- **Product Growth Strategy:** Tracked key metrics, achieving a **40% ARR** increase in the first year and a **95% customer acquisition rate** rise of products in the maturity phase.
- **Market Competitiveness:** Conducted continuous market analysis to maintain competitive positioning, achieving **119% of the NNMRR** target through product improvements and innovation.
- **Profit & Loss Accountability:** Managed the product portfolio's P&L, ensuring financial health and profitability through strategic planning and execution.
- **Vendor Relationship Management:** Strengthened vendor relationships and facilitated the onboarding of new vendors, enhancing the product ecosystem.

### Product Manager, Explorance, Montreal, Canada (Dec 2021-Nov 2022)

Explorance is a leading provider of employee and student experience management solutions, helping organizations gain actionable insights through feedback to drive growth and improvement.

- **Roadmap planning:** Aligned stakeholder feedback, user needs, market research, and product analytics to create a clear product roadmap for Blue, The People Insight Platform.
- **Release Excellence:** Successfully managed three releases, enhancing customer experiences.
- **Cross-Functional team:** Coordinated release communication across sales, marketing, and support teams.
- **Data-Driven Decisions:** Tracked product performance metrics, generating actionable insights.

### Lead Product Owner, OneSpan, Montreal, Canada (Jan 2020-Nov 2021)

OneSpan is a digital information security company specializing in identity verification, authentication, and e-signature security solutions to protect financial transactions and fraud prevention for businesses and banking solution worldwide.

- **Agile Scaling:** Guided the team through the adoption of the Nexus framework and scaled agile.
- **Data driven strategic Roadmap:** Prioritized features based on customer value and data-driven insights.
- **Integration Success:** Led seamless integration of the IDV product with other company offerings.

### Product Owner, OneSpan, Montreal, Canada (Nov 2017-Jan 2020)

- **SaaS Transformation:** Transformed the IDV product into a SaaS, multi-tenant, white-labeled and microservices based solution reducing the **new client onboarding time by 75%**
- **Enhanced Features:** Developed new identity verification capabilities and improved the APIs integrations

- **Agile Transformation:** Guided teams through agile principles, ensuring efficient software development and improving the team velocity over time reducing the **time to market by 66%**.

## Product Owner, CIMPL, Montreal, Canada (May 2015-Nov 2017)

CIMPL is a company that provides technology expense management solutions, enabling organizations to efficiently track, control, and optimize their IT and telecom expenses.

- **Strategic Roadmap:** Aligned product roadmap with customer needs, company vision, and market insights.
- **Agile Champion:** Led the agile transformation for the Cimpl development team and succeed in **doubling** the team velocity and reducing the **time to market by 75%**
- **Effective Requirements:** Collected and transformed requirements into actionable user stories.

## Development Experience, Oct 2007 – Apr 2015

- **Mobile Developer**, CIMPL, Montreal, Canada (Mar 2014-Apr 2015)
- **Program Analyst**, Aeroplan, Montreal, Canada (Oct 2013-Feb 2014)
- **iOS Application Developer**, Tamaggo, Montreal, Canada (Jun 2013-Oct 2013)
- **Development Team Lead/Scrum Master**, Vimov, Alexandria, Egypt (Jan 2010-Mar 2013)
- **Senior iOS/PHP Application Developer**, Vimov, Alexandria, Egypt (Dec 2008-Dec 2009)
- **Web Application Developer**, Softkinetic, Cairo, Egypt (Oct 2007-Nov 2008)

## Skills

- Cross-Functional Team Leadership
- Strategic Product Vision and Go-to-Market Strategy
- Generative AI product management
- User-Centric Product Development
- Agile and Lean Methodologies
- Market Research and Competitive Analysis
- Finance Management and P&L Accountability and commercial awareness
- Problem solving and Critical Thinking

## Education and Training

- **Master of Business Administration (MBA)**, Concordia University, Canada (September 2020-June 2024)
  - GPA: 3.6
- **Software Product Management Specialization**, University of Alberta, Coursera.com, Canada (2016)
- **Comprehensive Business Analysis**, McGill University, Montreal, Canada (2016)
- **Agile Project Management**, McGill University, Montreal, Canada (2015)
- **Bachelor of Science in Computer Science**, Cairo University, Egypt (2003-2007)

## Certifications

- Generative AI for Product Managers from GoPractice, Inc, December 2024
- Certified Scrum Product Owner (**CSPO**), September 2017
- Certified Agile Practitioner (**PMI-ACP**), September 2017
- Project Management Professional (**PMP**), March 2013

## Languages

- Arabic (Mother tongue)
- English (Fluent)
- French (Basics)