

TAREK NACHNOUCHI

Head of Product — SaaS B2B, CRM & AdTech · Scale-up & Transformation

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SUMMARY

Product & R&D leader with 20+ years building digital platforms and driving product strategy across SaaS, AdTech, marketplaces and e-commerce across Europe and MENA. Strong focus on strategic execution, product-market alignment, and team leadership in fast-scaling environments. Known for structuring product organisations, mentoring cross-functional teams, and aligning product delivery with company vision.

Built and sold 3 digital ventures. Consistently focused on execution clarity and product excellence in scale-up environments.

CORE SKILLS

Product Leadership: Product Vision & Roadmaps · SaaS B2B/B2G · Product/Market Fit · OKRs & KPIs · Product Discovery · Go-to-Market · Executive Committee · Stakeholder Alignment

Team & Delivery: Cross-functional Leadership (Product, Tech, UX, Data) · Agile/Scrum at Scale · Design System (Figma) · International Teams · Mentoring · Change Management

PROFESSIONAL EXPERIENCE

Head of Product & R&D — Skilliance Group · Bordeaux · 2024 - Present

SaaS B2B automotive CRM deployed across 1,300 dealerships, 8,000 active users.

- Structured product roadmap for CRM platform; instituted discovery cadence and tightened prioritization to accelerate delivery lead time and release quality
- Led cross-functional teams (product managers, engineers, UX/UI designers) coordinating delivery across product, tech, and design functions
- Implemented OKRs and KPI dashboards to track feature performance, enabling sharper prioritization and increased delivery cadence across teams.
- Executive Committee member contributing to strategic decisions and go-to-market alignment with sales and customer success

Chief Product Officer — Boostiny / ArabyAds · Dubai · 2019 - 2024

Leading MENA AdTech scale-up, SaaS affiliate & programmatic platform, 1,000+ advertisers, 10,000+ influencers across 9 countries.

- Founded Boostiny (SaaS affiliate platform), acquired by ArabyAds in 2020; led product scaling and contributed to company revenues growth from \$70M to ~\$100M during tenure
- Built and led cross-functional teams of **50+ people across 5 countries** (Dubai, Cairo, Tunis, Riyadh, Amman), managing distributed Agile delivery
- Defined multi-year product strategy and roadmap across affiliation, programmatic, CTV, and retail media verticals, aligning business vision with technical execution
- Oversaw the launch of hybrid ML/rules-based recommendation engine for advertiser-influencer matching, delivering measurable conversion uplift
- Supervised design and UX teams using Figma to maintain consistent product experience across web and mobile platforms
- Executive Committee member, contributed to **\$30M funding round (2023)** and strategic decisions including M&A integration

Chief Digital Officer — Medianet · Tunis · 2018 - 2019

Leading digital agency serving Tier-1 corporate clients (banking, retail, telecom), 50+ digital specialists.

- Led digital strategy for Tier-1 corporate clients, defining multi-channel transformation roadmaps and executing campaigns
- Supervised client projects integrating predictive analytics to optimize multi-channel advertising spend and campaign performance
- Managed cross-functional teams (SEO, content, Ads) ensuring alignment on deliverables and client satisfaction

- Pitched and won multiple digital transformation mandates combining strategic consulting with hands-on execution

CEO — Jumia Tunisia · Tunis · 2017 - 2018

Africa's first unicorn, leading e-commerce marketplace in Tunisia managing 50,000+ products and 200+ logistics partners.

- Led P&L for Tunisia operations managing cross-functional teams (operations, marketing, logistics, tech) in hypergrowth environment
- Developed marketplace growth strategy including vendor acquisition campaigns, catalog expansion, and logistics partnerships
- Implemented data-driven decision frameworks (cohort analysis, LTV/CAC, conversion funnels) to optimize marketing spend and unit economics
- Managed crisis response during cash flow challenges, renegotiating vendor terms and optimizing inventory to maintain operations

Deputy Managing Director — Access · Tunis/Dubai · 2015 - 2017

Founded two programmatic advertising startups in MENA, building proprietary ad exchange platform.

- Founded two startups focused on programmatic advertising and SaaS media buying, defining product vision and go-to-market strategy
- Designed and launched proprietary ad exchange platform (DSP, SSP, real-time bidding) processing millions of daily impressions
- Built strategic partnerships with regional publishers and demand partners, expanding network reach and advertiser adoption

Ad Network & Product Director — ikoo (Jabbar Internet Group) · Dubai · 2009 - 2015

Leading MENA programmatic advertising platform serving 500+ advertisers and 1,000+ publishers.

- Led product roadmap for programmatic advertising suite (DSP, SSP, DMP) managing Agile teams delivering quarterly releases
- Built analytics frameworks and BI dashboards enabling real-time campaign optimization for advertisers
- Partnered with major regional publishers to expand supply-side inventory and available ad impressions
- Mentored junior product managers, establishing product management discipline and best practices across organization

Sr. Product Manager → Search Marketing Director — Yahoo! · Dubai/Europe · 2005 - 2009

Managed Yahoo! Search Marketing for MENA region and marketplace products across Southern Europe (France, UK, Italy).

- Launched Yahoo! Search Marketing in MENA region as first mover, establishing go-to-market strategy and advertiser acquisition programs
- Product managed marketplace products (shopping, classifieds, autos) across Southern Europe, coordinating with regional teams to adapt global roadmap
- Drove distribution partnerships integrating marketplace inventory via API, increasing product visibility and transaction volume
- Conducted market research and competitive analysis to inform product strategy and feature prioritization

ENTREPRENEURIAL VENTURES & EXITS

Boostiny (2018-2020) — SaaS micro-affiliation platform connecting brands with micro-influencers, 30,000 registered users. **Acquired by ArabyAds 2020**, integrated as core product line (see ArabyAds experience above).

sos-promo.com (2006-2013) — Promo code aggregator serving 500+ e-commerce merchants in France. Generated revenue through SEO optimization and affiliate commissions. **Sold to French media group 2013**.

Handcraft E-commerce Platform (2002-2008) — Early B2C marketplace connecting 200+ artisans directly with consumers in France. **Sold to competitor 2008**.

EDUCATION & LANGUAGES

Master in Management and Marketing — ISG Business School, Tunis

Languages: French (Native) · English (Fluent) · Italian (Native) · Arabic (Native)