

Reza Mogharab

London, UK | rezamogharab93@gmail.com | +44 7494 252641 | www.rezamogharab.com

Product Manager | Data-Driven, AI-Enabled B2B Platforms

SUMMARY

I build and scale data-driven, AI-enabled B2B products that solve real operational problems and deliver measurable business impact. With over 8 years of experience across SaaS, fintech, e-commerce, and logistics, I've led products end-to-end, from discovery and roadmap definition to launch, iteration, and optimisation.

I work closely with engineers, designers, and commercial teams to translate complex user and business needs into clear product decisions, prioritising the highest-value opportunities using data, experimentation, and customer insight. I actively use analytics and AI-assisted workflows to strengthen product discovery, decision-making, and delivery, particularly in platform and systems-driven environments where clarity, reliability, and ownership matter.

KEY PRODUCT STRENGTHS

Product Strategy & Discovery

- Product vision, roadmap ownership, and prioritisation aligned with business goals
- Continuous discovery through user research, stakeholder interviews, and data analysis
- Translating complex operational and business problems into clear product requirements

Data, Analytics & AI-Enabled Decision Making

- Data-driven prioritisation using product metrics, funnels, and performance indicators
- Designing and optimising automated workflows and decision logic across business systems
- Applying AI-assisted tools and analytics to accelerate discovery, analysis, and delivery

Platform & Systems Product Management

- Product ownership of internal business platforms supporting sales, operations, and finance
- Workflow automation, system optimisation, and process standardisation at scale
- Working with integrations, APIs, and data flows to ensure system reliability and performance

Delivery & Cross-Functional Leadership

- Leading cross-functional teams across engineering, design, operations, and commercial functions
- Agile product management using Scrum and Kanban, with strong backlog and sprint ownership
- Managing trade-offs, scope, and dependencies to deliver high-quality outcomes in fast-paced environments

RELEVANT PROFESSIONAL EXPERIENCE

Product Manager, Gavbiz Ltd | London, UK (Jun 2023 – Present)

B2B e-commerce and internal business platforms

- Owned the product strategy and roadmap for a B2B e-commerce platform and internal business systems supporting sales, operations, and fulfilment.
- Acted as product owner for core internal platforms, designing automated workflows and system logic to improve operational efficiency, data quality, and cross-team visibility.
- Partnered closely with engineering teams (UK & Poland) to define requirements, prioritise the backlog, and deliver platform enhancements across ordering, inventory, and analytics modules.
- Led discovery and problem validation with commercial and operations teams, translating complex business processes into scalable product solutions.
- Delivered a real-time performance and analytics layer across multiple sales channels, enabling

data-driven decision-making, forecasting, and operational planning.

- Integrated ERP, CRM, and warehouse systems via APIs, automating fulfilment workflows and reducing operational headcount by 50% while increasing process efficiency by 35%.
- Supported growth initiatives by optimising platform capabilities that contributed to scaling online revenue from £750 to £19,000 per month.

Product Manager, Agah Financial Group | Tehran, Iran (Aug 2021 – Sep 2022)

Wealth management and stock exchange platforms, CRM systems and data products

- Owned the end-to-end delivery of a customer intelligence and CRM platform used across 110 branches, supporting sales, relationship management, and operational reporting.
- Led product discovery with business, compliance, and field teams to define platform requirements and prioritise features based on business impact and adoption.
- Designed and delivered automation across data collection, reporting, and operational workflows, improving data quality and reducing manual effort for branch teams.
- Built and rolled out business intelligence dashboards providing real-time visibility into fund performance, sales activity, and OKR progress across the organisation.
- Partnered with engineering and data teams to integrate multiple data sources, ensuring consistent data flows and reliable system performance.
- Acted as product owner for internal SaaS-style tools and side projects, supporting experimentation around digital onboarding, customer communication, and sales enablement.
- Collaborated with executives to define KPIs and operational metrics, enabling data-driven decision-making and more accurate sales forecasting.
- Supported the launch of the “Homay” fixed-income fund by improving digital onboarding and internal systems, contributing to 640% AUM growth (\$61.5M) within nine months.

Product Owner, TiExpress (Tipax Group) | Tehran, Iran (Mar 2019 – Aug 2021)

New digital business line for international cargo & courier services

- Founded and led the product function for a new digital business line within Tipax Group, Iran’s second-largest courier company, focused on international cargo and courier services.
- Owned the end-to-end product vision, roadmap, and backlog for my.ti.express, the first online cost estimation and ordering platform for international shipping in Iran.
- Led product discovery from scratch, working with commercial, operations, and customer-facing teams to define user journeys, validate pricing logic, and prioritise high-value features.
- Collaborated closely with engineering and design to translate complex logistics and pricing rules into a simple, intuitive digital experience.
- Introduced Agile Scrum practices, forming and leading a cross-functional team and establishing structured delivery and iteration cycles.
- Delivered the MVP in seven months, five months ahead of schedule, achieving adoption by 1,125+ clients within three months of launch.
- Generated early revenue of IRR 24.7B (~\$1.2M) by enabling a fully digital ordering and pricing workflow that previously did not exist in the market.
- Designed and integrated a custom CRM system aligned with the platform to support lead tracking, customer management, and operational follow-up.

ADDITIONAL EXPERIENCES

Business Development Manager, Zharfkam Iranian Holding | Tehran, Iran (Oct 2017 – Mar 2019)

Product Specialist, Lyan Co. | Tehran, Iran (Jun 2016 – Oct 2017)

TOOLS & TECHNOLOGIES

Product & Delivery

Jira, Confluence, Scrum, Kanban, Roadmapping, Backlog Management

Data & Analytics

Power BI, Tableau, SQL, Python, Excel, KPI & Funnel Analysis

Platforms & Systems

CRM & ERP platforms (configuration, automation, and workflow design), API integrations, system architecture and data flows

AI-Assisted Product Work

Generative AI tools for product discovery, requirements definition, data analysis, and delivery support

EDUCATION

MBA – 2016 to 2018

Tehran Polytechnic (Tehran, Iran)

BSc, Chemical Engineering – 2011 to 2016

Sharif University of Technology (Tehran, Iran)

CERTIFICATES

Agile Project Management (OpenClassrooms via AMS TalentLab 2023)

Key focus areas:

Product Management, Scrum framework, Product Ownership, Agile Project Management, Product roadmap, Kano and RICE feature prioritisation, User story mapping, Running sprints, Product backlog, Stakeholder management

Ongoing professional development in data analytics, automation, and AI-assisted product practices.