



Moeez Hassan Qadri

Senior Product Manager

Details

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Links

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Skills

Product Strategy

Product Planning

Product Marketing

Fundraising

Digital Marketing

Marketing Strategies

Summary

Product Manager with 15+ Years of Experience in the Technology Industry and Marketing

An accomplished Product Manager with experience in technology development, entrepreneurship, and marketing. Proven expertise in devising product strategies, leading cross-functional teams, and driving product life-cycle management from ideation to launch. Successfully launched multiple e-commerce ventures and B2C products, achieving user engagement and revenue growth.

Experience

Product Consultant, Independent Consultant

Aug 2024 – Present 📍 Lahore

As an Independent Product Consultant, I specialize in helping technology businesses enhance their Product Departments and develop sustainable SaaS products. My expertise spans several critical areas, including:

- **Strategic Planning:** Crafting actionable strategies and comprehensive business plans that align with your company's vision and goals.
- **Product Evaluation:** Conducting thorough product assessments to identify strengths, weaknesses, and opportunities for improvement.
- **Market Analysis:** Providing in-depth market analysis to ensure your product fits the market demand and stands out from the competition.
- **Team Leadership:** Leading and mentoring product teams to achieve peak performance and drive successful product launches.
- **Marketing Expertise:** Offering targeted marketing strategies that boost product visibility and accelerate growth.

If you're looking to overcome product challenges and take your technology business to the next level, I'm here to help. Discover more about how I can support your product journey at [MoeezQadri.com](#)

AVP Products, FiveRivers Technologies

Jan 2022 – Aug 2024 📍 Lahore

Revamped the product department by introducing new evaluation frameworks and aligning product strategy with business objectives, resulting in a successful launch of a new product called Think.Gift.

Think.Gift was a personalized gift recommendation service, powered by LLMs and used multiple affiliate programs to match gifts with the giftees profile. The platform had a chat start ratio of over 70%, engagement rate of over 80% and over 4000 unique hits each month.

Responsibilities and Learnings:

- Cultivated a sub-culture within the product organization to foster product innovation

- Developed and implemented frameworks for product idea evaluation
- Created comprehensive business and financial plans for new products
- Managed product life-cycle from ideation to launch
- Formulated product marketing and growth plans

Co-Founder & Marketing Lead, AM Ecom Ventures, LLC

Mar 2020 – Dec 2021 📍 Lahore

Co-founded and launched 2 e-commerce businesses with a global audience, achieving cumulative revenues of over \$60,000 in the first year.

Responsibilities and Learnings:

- Conducted extensive product research, identifying market gaps and resulting in the successful launch of 2 new e-commerce businesses.
- Executed performance marketing campaigns, achieving ROAS of over 4X
- Granular understanding of social media marketing and relevant audience tracking tools
- Cost effective and successful marketing strategies resulting in an average order cost of just over \$8.

Technology Project Manager, SparkCognition

Oct 2018 – Sep 2020 📍 Austin

Built and managed multiple technology teams to develop AI product capabilities. Acquired deep knowledge of AI & Machine Learning technologies, leading to the development of an AI-driven urban mobility platform.

Responsibilities and Learnings:

- Understanding of AI & Machine Learning technologies
- Optimizing product features to meet market needs
- Developed product frameworks, streamlining the development process
- Coordinated with government agencies and Fortune 500 companies to secure sales and expanding market presence

Marketing Lead & Co-Founder, Daira Tech (Hajj Guider)

Dec 2014 – Jan 2018 📍 Lahore

Daira Tech was a spatial awareness and communications technology company. Daira created a cutting edge IoT platform that was able to resolve pain points within multiple verticals and industries (including solutions for Hajj & Umrah).

Responsibilities and Learnings:

- Developed and maintained the company's digital footprint, including a top-ranked website on Google that generated over 1,000 signup requests without any ad spend.
- Media Coverage – Covered by Forbes, Tribune and many more.
- Developed business and financial plans, raising \$150,000 in investment and winning acceleration programs at StartUp Istanbul, DTEC, Plan 9, Oasis 500.
- Led product planning and development, launching a cutting-edge IoT platform that resolved industry pain points.

Marketing Consultant, Burger Hub


Jun 2013 – Aug 2016 📍 Lahore

Burger Hub was a mid-sized business that was seeing its sales stagnate. I was hired to manage/consult on all social media channels, plus all brand communication including, in-store advertisement and messaging.

Results

- Implemented innovative marketing strategies, increasing average daily sales by 40% within the first year.
- Developed engaging social media content, growing Facebook followers to over 150,000.
- Enhanced brand awareness through targeted campaigns, resulting in a significant increase in walk-ins and brand mentions.

Manager Digital Marketing Strategy (Telenor), Adcom Leo Burnett


Jan 2014 – Aug 2014  Islamabad

I worked with the digital marketing team at Telenor Pakistan to chalk out an appropriate digital marketing strategy for all 4 brands (djuice, Talkshawk, EasyPaisa and Telenor). I also helped the team at Adcom ideate, strategise and implement short-term, medium-term and long-term goals for all Telenor brands.

Responsibilities and Learnings:

- Conducted in-depth research on industry trends, advising on the adoption of new tools and platforms
- Led ideation sessions, aligning campaign objectives with long-term goals
- Analyzed and reported KPIs, providing strategic insights that improved Telenor's digital marketing effectiveness
- Established goals and KPIs aligned with long-term brand strategy, ensuring campaign objectives were met

Marketing Manager - Digital Marketing, MWM Tech


May 2010 – Aug 2011  Lahore

MWM Tech was a startup with two businesses; a music streaming platform and a PR publication engine. I joined MWM Tech as a marketing executive to handle customer support for the PR engine but was promoted to marketing lead, looking after both the businesses in just under a year.

Responsibilities and Learnings:

- Delivered customer support via email, phone, and live chat
- Created and executed direct marketing campaigns
- Crafted and implemented social media marketing strategies
- Established and managed new partnerships, expanding the company's network and market reach
- Designed and launched affiliate marketing campaigns

WikiEditor, About Us

Nov 2008 – Mar 2010  Lahore

A Wiki about businesses, I joined the firm in order to help develop and manage content on their website.

Responsibilities and Learnings:

- Writing for SEO (Search Engine Optimization)
- Content Development
- Writing articles for businesses
- Helping build a community around the website

Education

Lahore University of Management Sciences, Master of Business Administration

Jul 2011 – Jun 2013

Lahore University of Management Sciences, Bachelor of Science

Aug 2004 – Jun 2008