

Ramez Mokhtar

Lead Product Manager

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SUMMARY

Product manager with 10+ years across games, e-commerce, on-demand, fintech, and GovTech. Different sectors, same core problem: get users to value quickly and keep them there. Trained as a civil engineer, which left me with a bias toward systems thinking and measuring what matters. Started my career as a co-founder and game designer, where I developed a feel for engagement, monetisation, and retention mechanics. I use AI daily, both to move faster as a PM and to vibe-code working prototypes that compress the gap between idea and validation.

EXPERIENCE

Manager, Product

SlashData (GovTech)

May 2025 – Present | Abu Dhabi, UAE

SlashData bridges government services and consumer-facing digital products using AI, with a focus on insurance, vehicle registration, and driver licensing. My remit is to build the product layer that makes these government transactions feel like consumer experiences.

- Launched Shary, the first escrow payment service for vehicle ownership transfer on Tamm, built with AD Police. Now processing AED 10M+ monthly and growing 10% MoM.

Product Lead

Floward

Sep 2022 – Apr 2025 | Dubai, UAE

Floward is the leading online flowers and gifting platform in the Middle East and UK, operating across nine countries and 40 cities. I owned the finding and onboarding experience end-to-end, with a strategy built around search quality, catalogue integrity, and reducing friction from landing to first purchase.

- Improved search conversion rate by 50% and search adoption by 20% within one quarter.
- Built a catalog hygiene strategy that doubled click-through rate.
- Owned Martech, including CRM tooling, lifecycle automation, and campaign instrumentation across all markets.
- Redesigned the customer onboarding flow in collaboration with the CRM team, improving activation rate by 70%.
- Led the discovery experience overhaul that doubled finding performance on Web and Android, and increased it by 30% on iOS.
- Led an on-device measurement project with Google that grew installs by 60% while cutting cost-per-install by 6%.

Product Lead

Nana

Sep 2020 – Sep 2022 | Dubai, UAE

Nana is an online grocery marketplace offering doorstep delivery of groceries and home essentials. I joined after CAFU to move back into a hands-on IC role and build deep expertise in marketplace and growth mechanics at scale.

- Redesigned the homescreen and store landing experience to reduce time-to-visit-a-store by 30% and increase store conversion by 20%.
- Enhanced the onboarding flow, improving activation rate by 20%.
- Increased retention by 10% while cutting promotional subsidy by 25% through customer segmentation optimisation.
- Took ownership of the digital cards vertical end-to-end, achieving 3x GMV within 15 months.

Head of Product

CAFU

Apr 2019 – Apr 2020 | Dubai, UAE

CAFU is the only on-demand fuel delivery service in MENA.

- Built and led a cross-functional team of 4 PMs, 22 engineers, 2 designers, and 1 UX researcher across 7 stakeholder groups.
- Redesigned the subscription model, increasing subscription rate by 1000%.
- Overhauled the mobile app: average time-to-order dropped by 60%, install-to-first-order drop-off fell by 40%, monthly retention increased by 15%.
- Guided the engineering team's migration from monolithic to microservices architecture in line with the company's growth plan.

Senior Product Manager

Algorithma (Abu Dhabi Financial Group)

Jul 2017 – Apr 2019 | Abu Dhabi, UAE

Technology investment arm and startup incubator focused on Fintech, EdTech, and online media.

- Led a team of 12 engineers, establishing a structured SDLC and translating product strategy into roadmaps and user stories.
- Built a B2B offering within a B2C product that was adopted by 12 schools within six months.
- Redesigned UX and paywalls from scratch to improve scalability, user experience, and monetisation.
- One sub-company was acquired by Alef Education, Abu Dhabi.

Product Manager

Tamatem Inc.

Oct 2015 – Jun 2017 | Amman, Jordan / Cairo, Egypt

Leading mobile games publisher in the Arabic-speaking market.

- Established and ran Tamatem's Egypt branch including recruitment, planning, and full product lifecycle management.
- Owned metagame design across all published titles: paywalls, gacha mechanics, IAP pricing, and game economy.
- Two titles featured as Apple App Store Editor's Choice; three reached #1 on top grossing charts.

Co-Founder & Game Designer

Spyros Entertainment

Sep 2009 – Aug 2015 | Alexandria, Egypt

- Designed 8 mobile game titles, covering GDDs, prototypes, mechanics, and system design.
- Signed a global publishing deal with Chillingo (an EA Studio).

SKILLS

Product: Product strategy, roadmapping, go-to-market, A/B testing, growth hacking, product-market fit

Discovery & Search: Algolia, search relevance, catalog hygiene, App Store Optimisation (ASO)

Analytics & Attribution: Analytics, attribution modelling, customer segmentation, marketing budgeting

CRM & Engagement: Braze, onboarding flows, retention strategy, lifecycle marketing

Design & Delivery: Figma, UX design, wireframe prototyping, Agile, SDLC

AI & Vibe-Coding: Claude, Cursor, Lovable, Figma Make, n8n

EDUCATION

Bachelor of Science, Civil Engineering | Mansoura University, Egypt | 2015

CERTIFICATIONS

- 500 Startups MENA DOJO – Growth Hacking (2018)
- 500 Startups / Product School – How to Build Digital Products (2020)