

Mahmoud EL Magdoub

Product Leader | B2B SaaS, Marketplaces, & AI | 15+ Years Driving Scalable Solutions

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Executive Summary

I build products and teams that scale. I like messy problems, fast decisions, and simple solutions that actually ship. I'm best at zero-to-one products, enterprise transformations, and turning technical platforms into real businesses.

Experience

Luciq (formerly Instabug)

Director of Product Management

Cairo, Egypt – SF, USA | Jun 2020 – Present

A SaaS platform for mobile developers with \$xxM ARR, used by Adobe, Nubank, Disney+, Workday and 25k companies globally.

- I lead a senior 5-person product team and partner closely with a 120-person engineering org.
- Helped shift Luciq from a single product to a full platform with eight products. This pushed enterprise adoption to 3x.
- Played a core role in winning eight \$1M+ enterprise deals. Most of the work was building trust, simplifying the product story, and proving we could scale.
- Improved how we run onboarding and POCs. That alone cut time-to-value for big customers by roughly 80 percent.

Raisa Energy

Senior Product Manager II

Cairo, Egypt – Denver, USA | Jun 2018 – May 2020

Portfolio and Investment Strategy Product for Oil & Gas assets, managing \$400M in assets.

- Built and automated a financial forecasting system that reduced cycle time from 30 days to under a minute.
- Worked with data science to create AI-driven competitive intel tools that scans 1000+ O&G companies.
- Transformed a spreadsheet-based service into a digital platform able to analyze more than 500k wells.

Forasna

Head of Product

Cairo, Egypt | Mar 2015 – May 2018

Recruitment marketplace for Egypt's blue-collar workforce, achieving 3M MAU.

- Launched Egypt's first blue-collar recruitment SaaS and grew it to \$1M in revenue in the first year + Managed and grew the product teams.
- Ran field research across eight industrial cities, visiting factories to validate the product and uncover hiring insights.
- Designed a call-center platform that enabled 40 agents to handle 2,000 calls a day across inbound and outbound workflows.

Soutak

Co-founder and Head of Product

Cairo, Egypt | Jun 2013 – Mar 2015

A startup focused on increasing political engagement in the Middle East.

- Led a six-person team across sales, design, and engineering to build a platform that increased political awareness.
- Built a voting system that generated 1M votes and predicted election results with 93 percent accuracy.
- Raised \$400K in funding and secured partnerships with 100 parliament members.

Wuzzuf

Product Manager & UX Researcher

Cairo, Egypt | Mar 2012 – Jun 2013

The biggest recruitment marketplace for white-collar in Egypt, serving 1.5M MAU.

- Helped scale revenue engines from 3 to 200 paying companies and grew monthly active jobseekers from 3k to 1.5M in 18 months.
- Created a pricing strategy that unlocked deals with 200 companies.

Education

BSc | Major in Computer Engineering

Cairo University | 2006 – 2011

Minor in Communications