

# Mahmoud EL Magdoub

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

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## Executive Summary

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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

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### Luciq (formerly Instabug)

#### Director of Product Management

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

A SaaS platform for mobile developers with 8-figure ARR, used by Adobe, Nubank, Disney+, Workday and 25k companies globally.

- Lead a 5-person senior PM team partnering with 120-person engineering org, driving platform transformation that **delivered 3x enterprise bookings**
- Core role in winning **eight \$1M+ enterprise deals** through trust-building and product storytelling
- Improved enterprise onboarding and POCs, **cutting time-to-value by 80%**

### 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 AUM.

- Transformed spreadsheet services into a digital platform analyzing **500k+ wells**
- Built a financial forecasting system reducing cycle time from **30 days to 1 minute**
- Partnered with Data Science to build AI competitive intel tools scanning **100+ competitors**

### 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, **generating \$1M revenue in first year**
- Managed full product lifecycle: **Ideation, Validation, Product Market Fit, GTM & Scaling**
- Conducted field research across **8 industrial cities**, visiting factories for product validation
- Designed a call-center platform enabling **40 agents to handle 2,000 calls/day**

## Soutak

### Co-founder and Head of Product

*Cairo, Egypt | Jun 2013 – Mar 2015*

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

- Built voting platform generating **1M votes** with **93% election prediction accuracy**
- Raised **\$400K funding** and secured partnerships with **100 parliament members**
- Executed company's GTM strategy and overall product vision from zero

## Wuzzuf

### Product Manager & UX Researcher

*Cairo, Egypt | Mar 2012 – Jun 2013*

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

- Scaled revenue from **3 to 200 paying companies**
- Grew monthly active jobseekers from **3k to 1.5M in 18 months**, through acquisition improvements and habit building
- Developed pricing strategy that drove both revenue and growth

## Education

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### BSc | Major in Computer Engineering

*Cairo University | 2006 – 2011*

Minor in Communications

## Skills

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Product Leadership, Product Strategy, Roadmapping, B2B SaaS, Marketplaces, Enterprise Sales, Platform Products, GTM, Pricing, Fintech, Dev Tools, User Research, Product Analytics, Stakeholder Management, Cross-functional Leadership, OKRs