

Mahmoud EL Magdoub

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

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Executive Summary

I specialize in zero-to-one launches, platform transformations, and turning technical products into revenue-driving businesses.

Track record: transformed a single product into an 8-product platform delivering 5x revenue, closed 8 enterprise deals each exceeding \$1M+ ARR, and took two MENA marketplaces from inception through product-market fit to millions of users.

Experience

Director of Product Management at Luciq (formerly Instabug)

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 7 core R&D squads responsible for building, maintaining, and differentiating our core offering, partnering with a 120-person engineering organization
- Transformed the offering from a single product to an 8-product platform that delivered 5x revenue growth over 5 years
- Shaped product positioning & packaging around Economic Buyer needs, aligning GTM motion to product offering. Vital role in closing **\$1M+ enterprise deals**.

Product Lead | AI & Financial Assets at Raisa Energy

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

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

- Transformed spreadsheet services into an AI 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**

Head of Product at Forasna

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**
- Led the product team across the full lifecycle: **Ideation, Validation, Product Market Fit, GTM & Scaling**
- Conducted field validation research in factories across **8 industrial cities**.
- Designed a call-center platform enabling **40 agents to handle 2,000 calls/day**

Co-founder and CPO at Soutak

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

Founding Product Manager at Wuzzuf

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

BSc | Major in Computer Engineering

Cairo University | 2006 – 2011

Minor in Communications

Skills

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