



Faheem Rafeek

Product Manager, CSPO®

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An agile Product Manager currently based in Dubai, with a track record of success in SaaS, Retail & Hospitality industries within startups and global enterprises.

SKILLS

Product Management

UX

Prioritization & Strategy

Commercial Operations

API Integrations

Communication & Presentation

WORK EXPERIENCE

Product Manager - Europe, Middle East & Africa

Marriott International

09/2022 - Present

Dubai, United Arab Emirates

Responsibilities & Achievements

- Lead product roadmaps and manage backlogs for Marriott EMEA's Digital Suite of products, including backend infrastructure, CMS, as well as front-end products such as <https://emea.marriott.com/> and the More Cravings website and mobile application
- Lead product integration between EMEA and Global teams for <https://www.marriott.com/dining.mi> products, through CMS and UI implementations, facilitated through API integrations
- Liaise with global stakeholders such as developers, UI/UX designers, marketing, loyalty, finance and account management teams; Lead product training sessions for 500+ associates within above-property and on-property teams
- Conduct A/B testing across all digital products to optimize traffic and conversion; Conduct User Acceptance Testing and plan release schedules.
- **Organizational Achievements:** Planned & implemented third-party solutions such as click-tracking analytics with Mixpanel, and enhanced Search-API solution with Algolia
- Led the change to move the backend database infrastructure from SQL to Mongo DB with unification of APIs across web and app
- Winner of the Trailblazer award at the 2025 Annual EMEA Conference.
- **Product Achievements:** Enhanced existing EMEA backend products (CMS - MI Content Hub) to a global scale for use by all continents.
- Led implementation of complete UI-UX redesign of the More Cravings website; Improved MAUs on the More Cravings application by 57% in 2023 and 35% in 2024
- Launched "Earn & Redeem with Marriott Bonvoy" functionality within the More Cravings application & website.

Product Owner - Search

Majid Al Futtaim

07/2021 - 08/2022

Dubai, United Arab Emirates

Responsibilities & Achievements

- Full-cycle product management within the Digital team at **Carrefour** (Retail E-Commerce with FMCG, Consumer Tech, Appliances, and more)
- Responsible for Carrefour search operations across 10+ markets in the EMEA region (including UAE, Egypt, Lebanon, KSA, Georgia, Armenia, and more)
- Develop, manage and prioritise product backlog (Scrum)
- Liaise with regional search and marketing managers to analyze, troubleshoot and improve local search performance metrics
- Responsible for migration of search engine and related micro-services from Microsoft Azure to Algolia
- **Achievements:** Improved search conversion by 55%; Reduced zero search results by 25%; Improved search engagement by 40%
- **How:** Increased control over listing pages to regional search teams; Improved keyword analyzer logic; Additional UI on listing pages to increase product relevancy

WORK EXPERIENCE

Product Development Specialist - B2B SaaS

Bayzat

01/2021 - 07/2021

Dubai, United Arab Emirates

Responsibilities & Achievements

- Product Owner role reporting to Product Manager, focused on execution of Discovery and Delivery related tasks
- Conduct user interviews to identify pain points, as well as perform usability testing on MVPs
- Build and maintain analytics dashboards to monitor feature performance
- Prepare and document user stories as well as PRDs (Kanban)
- Prepare user flows in liaison with UI/UX team
- **Achievements:** Released a first-in-the-region automated quotation tool for enterprise health insurance clients.

Team Lead - Operations

Bayzat

11/2019 - 12/2020

Dubai, United Arab Emirates

Responsibilities & Achievements

- Lead a team of seven associates across two countries responsible for client onboarding
- Work closely with the engineering and design team to discuss pain-points, tech-requirements and feedback in our drive to automate enrollment processes
- Performance & KPI implementation (creation, reporting and visualization), ensure salesforce hygiene, manage escalations and drive efficiency
- Support Tier 1 and Tier 2 clients (premium > AED 1 million) with their enrollment process and provide workarounds where necessary
- Support the 30-member strong Commercial Sales & Account Management team with escalations as well as training on internal/external processes
- **Achievements:** Implemented an in-house self on-boarding tool for corporate health insurance clients that improved efficiency by 35%.

Senior Operations Associate - Commercial Enrollment

Bayzat

06/2019 - 10/2019

Dubai, United Arab Emirates

Operations Associate - Commercial Enrollment

Bayzat

08/2018 - 06/2019

Dubai, United Arab Emirates

Business Development Associate

Bayzat

01/2018 - 08/2018

Dubai, United Arab Emirates

EDUCATION

Bachelor's in Mechanical Engineering (Honours)

University of Bristol

09/2014 - 09/2017

Bristol, United Kingdom

LANGUAGES

English
Native or Bilingual Proficiency

Arabic
Elementary Proficiency

French
Elementary Proficiency

Malayalam
Full Professional Proficiency

REFERENCES

Ulisse Hautlé - Head of Digital at Swiss Air - Lufthansa

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Omar Zein - Senior Scrum Master at Majid Al Futtaim

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Zacharia Taha - Lead Product Manager at Bayzat

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