



# Marwan Arafah

---

Cairo, Egypt | +201200102001 | [marwan@arafah.me](mailto:marwan@arafah.me) | <https://linkedin.com/in/mrw4n>

---

Customer-focused technical product manager and solutions developer with over 9 years of diversified experience in defining and building successful consumer and enterprise products and Software as a Service (SaaS) solutions to meet market needs in digital ticketing, e-commerce, content management and social media space. Applies powerful blend of technology, software development and teams leadership skills to optimize processes, drive product development efforts, and introduce technology and content enhancements.

My key skills include:

- Product management and project management in agile environments
- Full stack development, experience in building e-commerce and content management systems
- Cross-functional stakeholder engagement and process improvement

---

## Work Experience

### **Mondia Media**, Cairo

*Head of Customer Solutions*

*12/2017 – 06/2018*

Planned and built strategies for the distributed teams worldwide to close the gaps between technology and business, develop new products, ensure high level of customer satisfaction and improve product quality and delivery timelines for our content management products for key market players including Vodafone and O2.

- Guided the local product owners team in an Agile/Scrum environment to maintain a prioritized backlog
- Facilitated the utilization of the resources with the team leads as per requirements and deadlines
- Collaborated with the technical leads and consultants to create the technical requirements documents
- Created a process to help Scrum masters and team leads achieve better time/effort estimations and reduced projects delivery time by 20%

### **e7gezly**, Cairo

*Technical Lead*

*06/2016 – 11/2017*

Hired and led a technology team to build and launch one of Egypt's highest growing digital ticketing startups, my efforts in planning and managing the product increased the number of sold tickets by 500% in 8 months.

- Developed and implemented the product road map and both B2C and B2B go-to-market strategies
- Mentored the technology team during the development process to modernize the old technology stack
- Aligned with different departments to ensure revenue and customer satisfaction goals are met

## **Mintrics**, Cairo

*Product Manager*

*11/2015 – 05/2016*

Built and owned the early stages of Mintrics, a video analytics dashboard for Facebook and Youtube.

- Planned the delivery road map and the go-to-market strategy
  - Conducted the market study to analyse the gaps and create the product features
  - Partnered with local video content creators and early-adopters to provide the content
- Developed the platform architecture and the aggregation methodologies

## **ThePlanet**, Cairo

*Technical Lead and Technical Business Analyst*

*11/2012 – 05/2016*

Led a team of developers and user interface/user experience (UI/UX) designers in a digital media agency to plan and develop web and mobile applications and solutions for over 50 customers in e-commerce, media, food and TV industries.

---

## Education

### **Bachelor's in Management Information Systems**, 2014

*King Marriott Academy, Alexandria*

### **Diploma in Computer Networks**, 2008

*Advanced Technology School, Ismailia*

---

## Languages

**Arabic**, Mother Tongue

**English**, Fluent