



Ali Sumait

Product Manager

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*I build from the heart. Impacting lives with a team that cares drives me;
Obsessed with solving complex problems & creating delightful experiences*

EXPERIENCE

Sary (B2B marketplace connecting businesses with wholesalers, \$75M series C)

Dammam, Saudi Arabia

Product Manager

Feb 2021 - Present

- Powered 30,000+ monthly trips delivering \$500M+ GMV as logistics and marketplace growth product lead: Set and drove product vision, strategy, and roadmap by collaborating with 2 squads of 16 Engineers, 3 Designers, and 4 PMs
- Revamped the driver delivery experience, increasing its reliability and unlocking \$XM annual cost-saving opportunities by directing a 1-year strategy developed with leadership: Heading problem & solution discovery; conducting 300+ user interviews, tests, & benchmarks; setting design & engineering direction & managing stakeholders
- Reduced issue resolution time by 68% by integrating a support hotline, designing cross-functional Care processes, and developing a driver feedback loop, boosting their satisfaction by 80%
- Eliminated 100% of untraceable bad debts by building a driver liability wallet with Finance and creating data dashboards for monitoring, resulting in seamless financial control and 3PL logistics scalability
- Launched card-on-delivery payments by integrating with fintech partners, increasing online payments rate.
- Redefined the product strategy development process by advocating organizational challenges & solutions with leadership

Pop Meals (Y Combinator S17 food-tech startup with 2M+ customers)

Kuala Lumpur, Malaysia

Associate Product Manager (Promoted from Intern within 5 months)

Feb 2020 - Dec 2020

- Co-managed consumer & operation products; working with the Head of Product, 10 Engineers, & a Lead Designer
- Maximized Care team efficiency by building a flow to channel support tickets, reducing direct chat requests by 60%
- Optimized referral growth: Raised referral page conversion by 10%; and saved ~24% of referral program cost by proposing and building a segment-based referral reward strategy
- Boosted iOS notifications permission acceptance from 65% to 90+% by researching and redesigning its UX
- Accelerated meal preparation time by 27% and decreased cancellations to <15 per day by collaborating with Design to revamp the preparation flow, optimize the cloud kitchen layout, and build performance dashboards for Operations
- Launched the recipe inventory MVP, reducing recipe creation time by ~40% and asserting strategic product decisions

BeBit Inc. (Global design consulting firm based in Tokyo, \$16M sales in 2019)

Remote

Software Development Engineer

Jul 2019 - Dec 2019

- Implemented the user behavior visualizer in BeBit's CX analytics platform via Vue.js, working with Product & 2 Engineers
- Improved software quality by fixing 40+ backend and frontend bugs and writing end-to-end and unit tests via Cypress

GoGet (On-demand service workforce platform with 450K+ users)

Kuala Lumpur, Malaysia

Product Manager Intern

Aug 2019 - Nov 2019

- Doubled a core service's order conversion by analyzing its conversion funnel, redesigning, and releasing it
- Solved a user acquisition bottleneck by building a lead capture form with Sales, bringing ~\$11,000 annual revenue

Freelancer

Remote

Full-Stack Developer and Graphic Designer

Jun 2017 - Dec 2018

- Implemented web & desktop apps as a freelancer; designed graphics for 55+ clients acquired via Twitter in 30 days

EDUCATION

B.Sc. Computer Science (Major in Software Engineering), University of Malaya

Sept 2016 - Oct 2020

Advanced Interaction Design, Shift Nudge by MDS

Dec 2022 - Present

LEADERSHIP

- Built an on-demand German delivery app: Assumed Product and Design responsibilities with a Software Engineer and an Operations Manager; acquired 15+ drivers and paying customers in 2 weeks; startup halted due to COVID-19
- Earned AgTech startup funding and 3-months incubation after winning a national competition in 2019
- Led the university's team to the Hult Prize KL regionals 2019 to compete with 50 international teams
- Won 3 national and local hackathons: Sitecore, MMU, and UM

SKILLS & TOOLS

- Figma, Zapier, Clevertap, GSScripts, Jira, SQL, Java, Python, C#, JavaScript, React, Vue, NodeJS, Android Development