SHARIF MORAD

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Versatile product leader with experience across Silicon Valley & Southern Europe. I've launched 0-1 products, driven monetization, & scaled content discovery – without sticking to the usual playbook. My technical background bridges engineering and product, enabling me to both guide & empower teams while staying hands-on and taking ownership of challenges. I value flexibility, question assumptions, and adapt quickly to deliver meaningful results.

Experience

Jun 2022 – Dec 2023   **BUMBLE** Barcelona, Spain
Staff Product Manager, Growth Bets // team of 20
- Led the development, launch, & iteration of two 0-1 products on a team focused on driving new growth initiatives
- Speed Dating: Partnered with Apple and Ted Lasso for a high-profile release capturing 5% DAU & major brand boost
- Plans: Promoted face-to-face meetings by helping users screen potential dates based on their first date plans
- Secured buy-in & strategic alignment with closely involved C-level executives (Founder, President) on long term goals
- Championed collaboration across a 1k+ person company, overcoming internal resistance to push forward innovation
- Worked jointly with legacy monetization teams to either rapidly monetize post-launch or 'bake-in' from the start

Mar 2022 – present   **BLOOM** Barcelona, Spain
Mentor (Part Time)
- I volunteer my time to mentor PMs on career, product strategy, stakeholder management, & building great teams

Jan 2021 – Apr 2022   **GLOVO** Barcelona, Spain
Group Product Manager, Search & Discovery (S&D) // *from team of 10 to 50*
- Directed app & web teams to create the Homepage feed to increase Discoverability & Personalization
- Drove a key initiative to reduce Partners (Stores) churn from the platform from 14% to 10% with content discovery
- Promoted to Group PM within 6 months to hire, manage, and mentor 4 PMs covering markets in Europe & Africa
- Introduced & evangelized a product strategy across the company & VP's to ship Ranking & Recommendation features
- Established a new metric to measure the fairness distribution of orders across Stores to set product direction
- Mentored and up-leveled the organization with talks on: *Essentialism: Focus vs Priority & Product Strategy*

Feb 2017 – Aug 2020   **LETGO** Barcelona, Spain
Senior Product Manager, Monetization & B2B // *from team of 25 to 150*
- Founding Monetization PM, partnering with VP of Revenue to drive revenue from 0 to mid-eight figure annual run rate
- Introduced, shipped, and managed iterations of in-app consumables & subscriptions of paid visibility features & Ads
- Managed B2B integrations for country specific checkout flows with Stripe (USA) and Iyzico (Turkey)
- Mentored and provided training to Product team on becoming an outcome versus output based organization

July 2013 – Jan 2017   **FACEBOOK** Menlo Park, CA
Product Specialist (Android/iOS/Windows Facebook Messenger) // *from team of 20 to 200*
- Partnered with developers to prioritize bug fixes, drive down crash rates 50%, & reduce user facing regressions 44%
- Oversaw Send as Message product development across Facebook and Messenger to launch multi country feature
- Leveraged user bug data, survey satisfaction sentiment, and app reviews to create transparency on teams of quality
- Managed Messenger (SEV) Regression Reviews to increase accountability for regressions & address them systematically
- Accelerated Messenger development speed by aligning team to 2 week releases by implementing tooling/process

Jan 2012 – July 2013   **EDUCATION ELEMENTS, INC** San Carlos, CA
Product for Hybrid Learning Management System (HLMS) Web Software // *from team of 12 to 40*
- Provided Technical Product Management to implement blended learning & the HLMS in K-12 classrooms nationally
- Conducted needs assessment and strategic planning of software, hardware, and network in schools
- Delivered implementation and customer support services to 40+ schools (over 25,000 students) with team of two
- Designed & prototyped features using Bootstrap (HTML, CSS, JS) & launched them with the engineering team

Sep 2010 – Dec 2011   **ACCENTURE** San Francisco, CA / Washington, DC
Front End Dev and Release Manager Roles (Department of Education)
- Engaged with developers to create, test, debug, & ship front and backend system for managing student loans

Jan 2009 – Aug 2010   BIKE & BUILD USA
Trip Leader for Affordable Housing (AH) Non-Profit – featured on national television commercial
- Organized, managed, rode and led two 32-person cross country cycling trips to raise awareness for AH & build houses
- Developed team, managed budgets, and coordinated food donations, media promotions, and route logistics

Education

2006 - 2010   UNIVERSITY OF VIRGINIA Charlottesville, VA
B.Sc. Electrical Engineering with High Distinction

2013   GENERAL ASSEMBLY San Francisco, CA
Front End Web Development Certificate (HTML/CSS/JavaScript)

Languages

English (Native) & Spanish (B2)