

MANSOOR AHMED

Senior Product Manager | Product Marketing | Digital Transformation

Darwin, NT, Australia | Mansoor.a@outlook.com | +61 450 509 138 | linkedin.com/in/1mansoorahmed | mansoor.page

Australian Subclass 491 Visa — Full Work Rights, Northern Territory

PROFILE

Senior Product Manager with 20+ years of end-to-end product ownership, go-to-market execution, and digital transformation delivery across Siemens, Nokia, Sony Mobile, and Du Telecom. Proven track record of building and launching digital products, owning commercial roadmaps, and driving measurable outcomes across global markets. Experienced managing software product ownership throughout career — from Nokia Music Store and Sony Xperia Lounge to xNARA's app and website build and Du Telecom's NetCracker digital transformation. Brings a dual strength in product strategy and product marketing, with genuine hands-on AI integration experience and a strong commercial mindset backed by data and customer insight. Targeting remote-first senior product, GTM, and transformation roles across Australia.

CORE COMPETENCIES

Product Strategy & Roadmapping: Vision definition, backlog ownership, prioritisation frameworks, multi-product management

Digital Transformation: End-to-end delivery, consumer journey design, billing stack integration, agile execution

Go-to-Market Execution: Launch strategy, positioning, messaging frameworks, customer value propositions

Product Marketing: Sales enablement, demand generation, competitive analysis, market intelligence

Software Product Ownership: App and web builds, user stories, acceptance criteria, Design and Engineering collaboration

Commercial & P&L Management: Revenue growth, margin improvement, pricing strategy, channel and vendor management

AI & Automation: ML/AI workflow integration, generative AI tools, process automation, GenAIBIZ certified

CRM & Analytics: Salesforce CRM implementation, JIRA, data-driven decisions, KPI definition and tracking

PROFESSIONAL EXPERIENCE

Device Lead, Digital Transformation

Oct 2023 – Jun 2026

Du Telecom | Dubai, UAE

- Owned product strategy and roadmap for device digital transformation across consumer and enterprise segments — managing a catalog spanning smartphones, tablets, wearables, routers, and smart home products.
- Led software product ownership for Device Installment Plan flows on Du's new NetCracker billing stack — defining consumer journeys, writing requirements, signing off eligibility logic, offer presentation, and end-to-end onboarding, working directly with engineering teams throughout.
- Defined the DIP expansion framework for Consumer Fixed segments (Fiber and Home Wireless) — adopted as the internal standard across the business and enabling new monetisation pathways for non-mobile device categories.
- Led cross-functional delivery across Engineering, Digital, Legal, Brand, Operations, and Sales teams — managing priorities, dependencies, and release decisions in a regulated environment.
- Ran growth mindset workshops and developed internal training tools and enablement materials as part of Du's broader cultural transformation agenda.
- Delivered **22% YoY DIP revenue growth, 20% YoY handset sales volume growth, 20% YoY net sales value uplift, and 47% iPhone sales uplift** across the iPhone 16 to 17 cycle.

Product Marketing Manager

Jun 2022 – Sep 2023

xNARA Biologics | Dubai, UAE

- Joined as the first commercial hire, reporting directly to the CMO — built the entire product marketing and customer support function from scratch with no prior structure to inherit.
- Acted as product owner for the company app and website build — conducted user research, defined requirements and user stories, represented the voice of the customer directly with engineering, and validated solutions through the full delivery cycle.
- Led end-to-end Salesforce CRM implementation — scoped requirements, designed workflows, managed delivery, trained the team, and drove adoption across the organisation.
- Developed product marketing strategy and positioning for a complex biotech product portfolio targeting regional healthcare and distribution channels.
- Scaled the customer support team from **4 to 15** through structured onboarding frameworks, performance standards, and mentoring programs. Grew the active customer base to approximately 2,000 by departure.

Global Sourcing & Brand Relations Manager

Feb 2021 – Jun 2022

Leverify (Zaman Technology) | Islamabad, Pakistan (Remote)

- Integrated AI and ML automation tools directly into sourcing and procurement workflows — delivered **65% productivity uplift** through intelligent automation and data-driven process redesign.
- Managed global brand relationships and sourcing pipelines across international markets — delivered **35% margin improvement** through structured vendor negotiations and data-informed sourcing decisions.

Product Marketing Manager

Dec 2018 – Mar 2020

Muller & Phipps MEA | Dubai, UAE

- Led Honor Mobile launch across MEA — owned full GTM strategy, channel activation, sales enablement materials, and sell-through execution across a broad retail and carrier network.
- Delivered **85% channel coverage at product launch and 20% retail sellout growth** within the first three months.
- Managed a field force of 90+ brand promoters across UAE retail outlets — setting individual targets, overseeing stock and training compliance, conducting performance reviews, and leading hiring cycles to maintain coverage and quality.

Product Marketing Manager

Oct 2011 – Nov 2018

Sony Mobile | Dubai, UAE

- Owned product strategy, GTM execution, and product marketing for the full Sony Mobile portfolio across MEA for seven years — spanning smartphones, tablets, and accessories across the full product lifecycle.
- Led MEA regional launches of Xperia flagship handsets and served as regional product owner for Xperia Lounge — building its content ecosystem with Sony Electronics, Sony Pictures, Sony Television, and partners including Gameloft.
- Selected to represent Sony Mobile MEA at MWC Barcelona, presenting product direction to global partners, customers, and media as part of Sony's elite international product team.
- Built and maintained strategic relationships with key carrier and retail partners across MEA, coordinating cross-functional launches across marketing, sales, supply chain, and after-sales.
- Delivered **36% volume growth, 38% sales growth, and 13% margin improvement** YoY in FY2016–17.

Product Manager

Jan 2007 – Oct 2011

Nokia | Dubai, UAE

- Managed Nokia's Entertainment product range across MEA — owned the full product lifecycle for 40+ smartphone launches including localisation, carrier partnerships, and retail execution.
- Served as the primary MEA interface with Nokia's global HQ portfolio team — representing regional market requirements, influencing product specifications, and shaping MEA-relevant features for new launches.
- Delivered sell-in presentations to regional mobile operators on new product launches, translating global portfolio strategy into commercially relevant propositions for carrier partners.
- Regional product manager for Nokia Music Store — Nokia's digital music platform for MEA — and led the MEA launch of the Nokia 5800 XpressMusic, Nokia's first touchscreen smartphone.

Product Manager

Aug 2001 – Nov 2006

Siemens Mobile | Dubai, UAE

- Managed product portfolio strategy, pricing, and GTM execution across MEA. Delivered **27% customer penetration growth** through targeted promotional programs and strategic partner activation.
- Served as the primary MEA interface with Siemens Mobile's global HQ portfolio team — representing regional requirements and leading localisation of device offerings to align with MEA market needs, sourcing content and localisation from regional vendors.

EDUCATION

MIB — Master of International Business

2004

University of Wollongong, Australia

BBA — Bachelor of Business Administration

2001

University of Wollongong, Australia

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Harvard Management Essentials Program — Harvard Business Publishing, Sep 2025
- Introduction to Modern AI — Cisco Networking Academy, Sep 2025
- Data Analytics Essentials — Cisco Networking Academy, Aug 2025
- GenAIBIZ — AI Business Strategy — CertNexus, 2024
- SAFe 5.0 Agilist — Scaled Agile, Inc., 2023
- Certified Product Manager (CPM) — AIPMM, 2013
- Certified Product Marketing Manager (CPMM) — AIPMM, 2013

TOOLS & TECHNOLOGIES

Salesforce CRM | JIRA | Microsoft 365 | Agile / SAFe 5.0 | Kanban | AI & ML Automation Tools | Generative AI (Claude, ChatGPT, Copilot) | NetCracker | Product Analytics | Data Analytics | Digital Transformation Frameworks | Channel & Retail Operations Systems