

مهدی ابراهیمی

مدیر محصول | Product Manager



درباره من

"لطفا رزومه ضمیمه مطالعه شود"

Product Management specialist (+3 years) focused on Platform/Startups across Travel Marketplaces, Startup Studios, BNPL, Social Commerce, and Map & Navigation. Founds and scales ventures using Discovery and Pivot, while designing operating models to minimize Time to Market.

تجربه‌های کاری

Product Manager | On-site

Orient Trips | آذر ۱۴۰۴ تا حالا

An inbound Travel Marketplace and Aggregator Platform driving seamless booking of transport, accommodation, and essential logistics for international travelers.

Defined a clear business vision and mission to establish key product metrics, formulating comprehensive business and product strategies aligned with product goals to drive platform growth and cross-functional synergy.

Optimized product performance and infrastructure, successfully decreasing website bounce rate by 20% upon entry and increasing the CR to service pages by 15%.

Reduced time-to-preview for flights by 40% from initial site entry by optimizing user flows, enhancing product performance, and successfully migrating to a new flight API provider.

Led continuous user research across all travel stages to discover and categorize +80 distinct passenger needs, establishing the foundation for product vision, user-centric metrics, and feature development.

Product Manager | On-site

Chabok Holding | دی ۱۴۰۳ تا آبان ۱۴۰۴

A technology-focused business group comprising 8+ affiliated ventures and platform products, supported by a 300+ strong workforce.

Achieved 80% alignment between Product Objectives/team capacity and Business Strategy by redesigning the organization (+300 activities for +20 roles) and leading a Strategic Model (Play To Win & OKR-based) that translated Business Goals into strategic context and Product Team Goals.

Increased new feature success across products by an average of 20% and accelerated Time to Market/Money by designing a new Product Operating

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۷۱

وضعیت سربازی: پایان خدمت

وضعیت تأهل: مجرد

زبان‌ها

انگلیسی (متوسط)

Model (Vision, Strategy, Discovery, Delivery) that enabled 5 product teams (via 30+ interactive sessions).

Drove a 20% increase in development velocity and cut team/stakeholder meeting time by 50% (boosting decision speed) by redesigning the organizational structure, roles, and job descriptions for cross-functional synergy across the holding and its subsidiaries.

Facilitated funding/partnership negotiations by assessing new product opportunities and current product portfolios, and authoring comprehensive business plans and investor pitch decks, ensuring alignment with business strategy and goals.

Product Manager | Remote

Nova | دی ۱۴۰۲ تا آذر ۱۴۰۳

A platform, aggregator of BNPL services, driving customer retention by increasing consumer purchasing power through BNPL availability online and in-store.

Led a high-performing 5-person product team to achieve a Top 5 placement (out of 30) in the Diginext Startup Camp, around an inspiring product vision, which accelerated development and delivered the MVP design in under 2 months.

Validated market demand and generated 310M Toman in GMV in under 2 weeks (pre-MVP) using a life-sized prototype, significantly reducing development risk and proving business viability.

Reduced Time to Market and Lead Time to under 2 months for Product Version 1 by leading comprehensive product research (+100 interviews and +30 competitive analysis) that accurately defined the Feature Set, shaped the development solution, and finalized the UX.

Product Manager | On-site

Routa | آبان ۱۴۰۱ تا آذر ۱۴۰۳

A location-based Social Commerce and Map Platform serving 120K+ users with a dedicated 30+ member technical team.

Orchestrated a strategic pivot from Maps & Navigation to Local Business Social Commerce Platform by leading strategic R&D & business testing idea (market research and revenue forecasts) to validate the Business Model and define the Product Vision, Goals, and outcome-based roadmaps.

Solved the platform's Chicken-and-Egg Problem by designing the platform roadmap and reducing friction through the complete redesign of core launch flows.

Reduced Time to Market by 20% by elevating Discovery (+50 interviews, +200 Dogfooding), driving a complete redesign of the application aligned with product vision.



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Drove 40% increase in Search result CR on Social Commerce platform by redesigning search flow/UX and optimizing result matching via data separation (map/business).

Boosted business registration success rate by 10% and reduced registration time by 20% by redesigning the end-to-end flow based on UX analysis and optimization.

Increased average navigation usage time by 10% by enhancing Navigation UX and performance, and integrating the external Text To Speech service (Aipa).

Optimized operational expenditure (OpEx) by leading the website builder 'kill-decision' and decommissioning to align with the Product Strategy and future Vision.

Senior Business Developer | On-site

ارديبهشت ۱۴۰۱ تا مهر ۱۴۰۱ | Odyssey

A Startup Studio business line focused on developing and scaling technology-driven products and startups for the Canadian market.

Pivoted Mindelia from a social listening tool to a customer lead generation platform, generating first revenue in under 2 months, by leading the strategic transition for construction contractors in the North American market.

Contributed to the design and validation of a Visual E-commerce purchasing concept (leveraging Image Processing for NextXP Home/Decor product focus) that secured project financing and enabled product recommendation/purchase for the Canadian and North American markets.

Operationalized the Product Strategy, significantly reducing development rework and scope creep, by translating business goals into Product Team Goals.

سوابق تحصیلی

معماری (کاردانی)

ادبیان پارس | ۱۳۹۲ تا ۱۳۹۴

طراحی صنعتی (کاردانی)

ساپکو | ۱۳۸۹ تا ۱۳۹۲

مهارت‌های حرفه‌ای

- Product Vision & Strategy
- New product Development
- Strategic Roadmap & Prioritization
- Business Strategy & OKR Planning
- KPI & Metrics Definition
- Product Discovery & Idea Validation
- (Product Documentation (PRDs, Specs



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