

FIRAS SGHAIER

PRODUCT OWNER | Scrum Certified

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PROFILE

Product Manager with 3+ years of Product experience and a 9-year background spanning IT, support, and development. Leading B2B SaaS and logistics platforms, driving roadmap strategy, product discovery, and data-driven decision-making. Proven impact improving product adoption (+15%), customer satisfaction (+20%), and operational efficiency (+25%). Experienced in leading cross-functional teams, defining KPIs, and delivering scalable products in agile environments.

EXPERIENCE

Product Owner

Armada Delivery Solutions

03/2024 - Present | Remote

Product manager for a B2B delivery solutions platform serving merchants and delivery companies.

- Reduced production issues by 35% by leading release validation and improving issue resolution workflows across engineering teams
- Increased customer satisfaction by 20% by prioritizing high-impact features based on structured feedback from merchants and delivery operators
- Boosted product adoption by 15% by implementing analytics tracking (Mixpanel, Google Analytics) to drive data-informed prioritization
- Defined and executed product roadmap aligned with business growth goals across B2B logistics and delivery operations
- Led cross-functional agile delivery (engineering, stakeholders), improving sprint efficiency and accelerating feature delivery cycles
- Conducted ongoing product discovery through user feedback loops and operational insights to identify and prioritize key product opportunities

Product Owner

SoftyLines

09/2022 - 02/2024 | Sousse, Tunisia

Managed product development workflows and backlog prioritization for and external internal software products.

- Owned end-to-end product lifecycle for internal SaaS tools, from discovery and requirements definition to delivery and iteration
- Increased feature adoption by 15% by improving product documentation, release communication, and user onboarding experience
- Established product KPIs and reporting frameworks, enabling data-driven roadmap decisions and improving stakeholder visibility
- Led agile ceremonies (sprint planning, stand-ups) and translated business needs into clear product requirements and test scenarios
- Collaborated cross-functionally with engineering and stakeholders to prioritize features and optimize delivery outcomes

IT Support Specialist

TakiAcademy

11/2020 - 08/2022 | Sousse, Tunisia

- Managed internal IT systems and infrastructure, ensuring system reliability and operational continuity
- Diagnosed and resolved technical issues across hardware, software, and Office 365 environments
- Contributed to process improvements and system optimization, reducing recurring technical issues
- Supported internal teams with technical tools, improving productivity and system usage efficiency

Customer Service Agent

TakiAcademy

09/2018 - 10/2020 | Sousse, Tunisia

- Managed multi-channel customer support (chat, phone, social media), resolving technical and account-related issues
- Collected and structured user feedback, providing insights that informed product improvements and issue prioritization
- Improved customer experience by identifying recurring issues and collaborating with internal teams for resolution

Web Development Intern

TakiAcademy

05/2017 - 08/2018 | Sousse, Tunisia

- Contributed to front-end development and UI component implementation for e-learning platforms
- Supported API integrations and collaborated with developers on feature delivery and bug fixes
- Gained hands-on experience with software development lifecycle (SDLC) and agile workflows

SKILLS & TOOLS

- **Product Management**

Product Strategy • Roadmapping • Product Discovery • Backlog Prioritization • MVP Scoping • Agile/Scrum • Stakeholder Management • Product Lifecycle Management

- **Data & Analytics**

Data-Driven Decision Making • KPI Definition • Product Metrics • A/B Testing • Mixpanel • Google Analytics • SQL (Basic)

- **Technical & Design**

Jira • Notion • Figma • Miro • API Integration Concepts • UX Collaboration • SDLC

- **Core Skills**

Cross-Functional Leadership • Strategic Thinking • Problem Solving • Communication • Customer Research

COURSES & CERTIFICATIONS

- **Professional Scrum Master I (PSM I)**

- Scrum.org - 2025

- **Scrum Fundamentals Certified**

- ScrumStudy - 2024

- **Product Roadmapping Micro-Certification**

- Product School - 2024

LANGUAGES

Arabic

Native

English

Proficient

French

Advanced