

Moiz Alam

Senior Product Manager

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8+ years of experience across B2B SaaS, marketplaces, and AI-native products. Hands-on with LLMs, agentic tools, and AI-assisted development using modern tools, with a track record of close engineering collaboration, 0 to 1 delivery, and measurable outcomes.

EXPERIENCE

Arbisoft *May 2022 – Present*

Global software & product development company specialising in custom software, AI, and EdTech — 900+ staff across 5 continents; clients include edX, KAYAK, and the World Bank.

Senior Product Manager *Jun 2025 – Present*

- Productised an **LLM-based interview generation and scoring platform** (BenchPrep), iterating on **prompt design** to improve evaluation reliability; defined and delivered MVP, enabling **beta launch in 14 weeks**.
- Validated feasibility** of an **AI-powered competitive intelligence SaaS** (Sigmal) that surfaces insights from competitor news and web activity; assessed technical and commercial viability **to inform build/no-build decision**.
- Compressed **0 to 1 discovery** for a **B2B trade marketplace** (Interiors Source) from **~1 month to 2 weeks** by operationalising an **AI-first workflow** combining AI-assisted research, interview synthesis, and rapid prototyping.
- Under Juniper, designed and ran Arbisoft's inaugural **Product Bootcamp** to build org-wide product sense, **delivering 3 workshops** on Discovery, MVP, and business models, culminating in a hackathon with **13 teams and 60+ participants**; two outputs, BenchPrep and Sigmal, were greenlit as actual **product bets**.

Product Manager *May 2022 – Jun 2025*

edX.org

- Led and delivered a **complete mobile apps rewrite for edX.org** (iOS & Android), delivering to production in **under 4 months** by defining MVP scope, aligning cross-functional remote teams, and maintaining development velocity through structured weekly demos.
- Designed and launched **in-app payments** via Google and Apple **across 3,000+ courses**, unlocking a new revenue stream and generating **\$700K+ in first-year revenue**.
- Led a **design sprint** across **15+ user interviews**, journey mapping, and persona creation, applying the **RICE framework** to prioritise initiatives and define a long-term product roadmap for the **edX mobile apps**.

Juniper by Arbisoft

- (Alongside edX) **Founded** and led **Juniper**, Arbisoft's internal **product incubation** initiative; designed and operationalized an **incubation lifecycle** guiding ideas from **concept to MVP**, driving a structured pipeline of product experiments.
- Independently designed and shipped an **internal innovation platform** in **2 weeks** using **AI-assisted development**, adopted by **200+ employees** to crowdsource product ideas and efficiency experiments across the org.
- Organised **2 company-wide hackathons** and mentored **4 teams and 2 incubated startups** through early-stage product validation; **1 startup secured internal Arbisoft funding** and 2 teams placed on the podium.

Dubizzle Labs *May 2020 – May 2022*

Tech arm of Dubizzle Group, building scalable digital platforms serving millions of users across MENA, South Asia, and Southeast Asia.

Associate Product Manager

- Owned the end-to-end product lifecycle (inception to production) of a multi-tenant SaaS CRM within a **5-month delivery window**, replacing legacy systems across multiple regional markets.
- Led migration of **4 regional tenants** to the new platform via phased rollout, ensuring business continuity throughout.
- Launched a companion mobile app for field sales, contributing to a **~75% increase** in on-the-go sales efficiency.

Rolustech *Oct 2017 – May 2020*

Full-service Salesforce and SugarCRM partner firm, specialising in custom CRM development and integration.

Business Analyst

- Partnered with clients to translate business requirements into CRM-based SaaS solutions, integrating Google Maps, Twilio, and Stripe to automate SMB workflows.
- Scoped and supported launch of **4 CRM products**; conducting market and competitor research to refine problem statements and feature sets.
- CRM optimisation contributed to **~35% efficiency gains** across client sales processes.
- Promoted twice within 2.5 years: Business Analyst → Senior Business Analyst (Jan 2019) → Team Lead (Jan 2020).

CORE SKILLS

Product: Strategy, discovery, user research, 0 to 1, MVP definition, roadmap planning, experimentation, stakeholder management

Technical: AI-assisted development, prompt engineering, context engineering, SQL, model evaluations, vibecoding

Tools: Jira, Confluence, Figma, FigJam, Lovable, Replit, ChatGPT, Claude, Firebase, Braze, GA4, Amplitude, FullStory

EDUCATION

Ghulam Ishaq Khan Institute (GIK) *2013 – 2017*

BSc Engineering Sciences (Photonics) • Final Year Project: Automated Solar-Powered Irrigation System (2nd Prize)

COMMUNITY & INTERESTS

- Invited as a **judge at 2 university hackathons**, evaluating early-stage product ideas, UX quality, and execution.
- Speaker at an AI-focused industry conference**, sharing perspectives on product building and AI-assisted workflows.
- Speaker and active member at Product Soch**, one of Pakistan's largest product management communities.
- Outside of work: guitarist, gamer, Manchester United fan, and father of twins.