

Mohammad Bilal Khan

Product Owner | SaaS & E-commerce Product Management

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PROFESSIONAL SUMMARY

Product Owner and Product Management professional with 5+ years of experience shipping scalable features across SaaS, eCommerce, and AdTech, uniquely backed by 9+ years of direct customer-facing expertise. Proven track record of managing the end-to-end product lifecycle, defining product roadmaps, and prioritizing backlogs to drive business growth. Successfully contributed to \$3M+ ARR by delivering 100+ features across multiple products in the Amazon seller ecosystem. Adept at bridging the gap between business strategy, engineering, and user needs through Agile methodologies, data-driven decision-making (Tableau), and deep customer empathy to build highly adopted, user-centric solutions.

PROFESSIONAL EXPERIENCE

Product Owner · ParticleByte BV

July 2021 – Present

Rotterdam, Netherlands (Remote) · E-Commerce SaaS / Digital Marketplace Tools

- Owned the end-to-end product lifecycle for multiple SaaS tools within the Amazon and Bol.com seller ecosystem, contributing to over \$3M in Annual Recurring Revenue (ARR) through continuous feature enhancements and performance optimization.
- Defined and executed the product roadmap aligned with strategic business goals, translating objectives into actionable user stories and maintaining a well-prioritized backlog based on impact and feasibility.
- Led the development and delivery of 100+ features across 4 products, working closely with engineering, QA, and design teams to translate business requirements into scalable product solutions.
- Designed and launched an advertising automation tool for Bol.com from scratch, enabling automated bid management and campaign optimization, significantly reducing manual effort and improving scalability for sellers.
- Defined quarterly product OKRs and tracked KPIs via Tableau dashboards to monitor progress, analyze user behavior, identify friction points, and adjust prioritization across sprint cycles.
- Led Agile SCRUM ceremonies (sprint planning, daily stand-ups, reviews, retrospectives), ensuring efficient delivery cycles, clear acceptance criteria, and continuous team improvement.
- Drove product innovation by independently conducting market research and competitive analysis, identifying and proposing 40+ new features to address unmet user needs and improve product-market fit.
- Leveraged AI-assisted tools for spec writing, competitor analysis, and workflow automation, improving documentation speed and insight generation for the product team.
- Collaborated cross-functionally with stakeholders to improve operational efficiency, platform usability, and customer journey performance, ensuring high feature adoption and retention rates.

Full-Time Master's Candidate & Graduate Researcher · (IIUM)

Jan 2019 – Apr 2021

Kuala Lumpur, Malaysia · Higher Education & Research

- Completed intensive full-time program with a 3.7/4.0 GPA (Dean's List x3), leading quantitative research on financial markets to drive data-driven strategic insights.
- Managed end-to-end project scope, data analysis, and delivery for capstone initiatives, presenting complex findings to faculty stakeholders and honing cross-functional communication.

Sr. Customer Relations Executive · Zikra Publishers

May 2017 – Nov 2018

New Delhi, India · Publishing & Media

- Managed end-to-end client and partner relationships (including authors, distributors, and readers), coordinating between editorial, sales, and operations departments to ensure timely resolution of needs and acting as the voice of the customer.
- Managed support ticket workflows and maintained SLA compliance across multiple communication channels (email, chat, social platforms), achieving a ~98% CSAT score.
- Built and deployed a comprehensive knowledge base and FAQ system for clients and readers, reducing repetitive inbound queries by ~30% and significantly improving first-contact resolution rates.
- Gathered and analyzed customer feedback and interaction trends across support channels, translating qualitative insights into actionable recommendations for service and publishing platform enhancements.
- Collaborated cross-functionally with editorial, operations, and technical stakeholders to improve the client

journey, content delivery processes, and overall operational efficiency.

- Worked cross-functionally with operations and legal teams to address contractual, copyright, and distribution inquiries for publishing partners, balancing regulatory compliance with a seamless partner experience.
- Monitored support operations and contributed to workflow optimization initiatives aimed at reducing friction in issue-resolution processes and improving overall service delivery.
- Trained and mentored team members, improving productivity and standardizing support quality across the customer relations team.

Associate · WIPRO BPS

Oct 2016 – May 2017

Noida, India · Technical Support

- Managed a high-volume inbound queue (60–150 daily interactions) across broadband and digital services, resolving semi-technical & technical escalations and consistently optimizing Average Handling Time (AHT) to drive operational efficiency.
- Spearheaded customer retention and de-escalation strategies for at-risk accounts by analyzing user pain points and deploying tailored service plans, effectively reducing churn and improving overall satisfaction metrics.

Business Development Executive · Softnice Inc.

Oct 2015 – Aug 2016

Aligarh, India · Bench Sales

- Spearheaded B2B resource marketing and talent placement by mapping complex technical capabilities (Java, UI/UX, Cloud/Network Infrastructure) to specific client business requirements, successfully driving consultant placements and meeting aggressive revenue KPIs.
- Managed end-to-end commercial negotiations and vendor relationships across Tier-1 and Tier-2 networks, optimizing contract terms, billing structures (C2C, W2, 1099), and rate packages to maximize profit margins and ensure favorable business outcomes.

Customer Service Officer · Avembsys Technologies Pvt. Ltd.

Aug 2013 – Sep 2015

Bengaluru, India · B2B Technology Services

- Delivered B2B customer support and account management for enterprise clients, resolving technical and service issues while maintaining SLA compliance.
- Managed multi-channel communication (email, phone) ensuring prompt resolution and high client satisfaction in a fast-paced environment.

KEY SKILLS

Product Management: Product Lifecycle Management, Product Roadmapping, Backlog Prioritization, Agile/Scrum Methodologies, User Story Writing, Sprint Planning, OKRs & KPI Tracking, Market & Competitive Research, Go-to-Market (GTM) Strategy.

Tools & Platforms: JIRA, Confluence, Figma, Tableau, GitHub, Notion, Trello, Microsoft Office Suite, AI-Assisted Productivity Tools (ChatGPT, Claude, Claude-Co-work).

Domain Expertise: SaaS, E-commerce, AdTech, Amazon Seller Ecosystem, Digital Marketplaces, B2B & B2C Products.

Cross-functional: Stakeholder Management, Cross-Functional Leadership, Data-Driven Decision Making, User Experience (UX) Optimization, Customer Journey Mapping.

Languages: English (Native/Bilingual) · Urdu (Native) · Hindi (Native) · German (A2)

EDUCATION

MS, Banking & Finance · International Islamic University Malaysia

Jan 2019 – Apr 2021

Executive MBA, Operations Management · NIBM Institute

Mar 2016 – Apr 2017

BA, Economics · Aligarh Muslim University

Mar 2010 – May 2013

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Tableau Desktop Certified · Adobe Premiere Pro · Generative AI · Python for Data Analysis