

Ata Alqadi

Senior Product Manager

Summary

Senior Product Manager with 15+ years in B2B SaaS, driving the full product lifecycle to deliver customer-centric solutions. A strategic leader who fuses deep user discovery with hands-on Generative AI expertise to define and launch complex, next-generation products.

Professional Experience

Product Consultant (AI & Agentic solutions)
June 2025 – Present, Stockholm, Sweden
- Engineered RAG/GraphRAG Agentic Workflow prototype for enterprise document management, managing the product concept from discovery through technical validation

Senior Product Manager, **Buddywise** (AI-powered EHS Platform)
November 2023 – June 2025, Stockholm, Sweden (Remote)
- Drove a 50% increase in daily active users through UX and app performance improvements
- Developed intuitive data visualisation and analysis tools, delivering actionable insights that directly improved customer satisfaction
- Streamlined data workflows (collection, categorisation, visualisation, relational analysis) across the full lifecycle, surfacing critical insights and empowering users for maximum impact
- Implemented data analytics tools (Mixpanel, PostHog), conducted customer interviews and user persona analysis, and managed product update communications to customers

Senior Product Manager, **Bitrise** (Mobile DevOps & CI/CD Platform)
August 2022 – June 2023, Stockholm, Sweden (Remote)
- Executed SCIM support for SAML SSO with Okta, which saw a 5% acceptance rate among qualified business clients during the first month
- Saved customers at least 40 hours of manual admin time each week by introducing REST APIs, allowing automation of management of secrets, apps, and other settings
- Investigated Account Structure, Roles, Access Control, and Team Management enhancements, prioritising areas for maximum platform and customer impact
- Conducted over 10 monthly customer interviews and syncs, enhancing relationships, aiding renewals, and identifying key use cases and pain points

Product Manager, **Sinch** (Telecommunications & Cloud Communications SaaS)
November 2019 – February 2022, Stockholm, Sweden
- Achieved a 300% rise in user signups, by improving the signup and onboarding process
- Drove a 200% increase in activation rates, by optimising the self-service activation flow
- Reduced security incidents by 50% through measures like Two-Factor Authentication, temporary email detection, and reCaptcha
- Supervised the upgrade of the Platform and Navigation experience, enabling the successful launch of over 11 products in less than two years
- Directed the consolidation of Sinch portals, retiring three obsolete platforms and seamlessly transitioning clients to a cohesive product experience

Earlier Experience

Various Product, Producer, and Leadership Roles AAA Gaming, Mobile Games, Social Platforms, and Web Development | Sweden & Jordan, 2008 – 2019

Education

Bachelor's degree in Computer Engineering. Princess Sumaya University for Technology 2003-2008, Amman, Jordan

Courses

Product Discovery Immersion, Jeff Patton & Associates, January 2023
Mastering Product Management, Reforge, November 2022
Professional Scrum Product Owner (PSPO I), Scrum.org, July 2017

Details

Stockholm, Sweden
+46735231570
ata.alqadi@gmail.com

Links

LinkedIn
Website

Skills

Product Management
Product Strategy
UX Methodologies
User Discovery
Generative AI & LLMs
AI Product Strategy
Agentic Workflow Design
Tool Use Integration
Prompt Engineering
RAG Architectures
AI Model Evaluation
Communication
Leadership
Data Analysis
Problem Solving
Decision Making
Agile Methodologies
Rapid Prototyping
Change Management
Teamwork
Conflict Resolution
Fast Learner
Programming

Languages

English (Fluent)
Arabic (Native)
Swedish (C1 Proficiency)