Ahmed Yassin

Product Manager · Co-founder, DropX

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Product manager and DropX co-founder with 5+ years across product, business analysis, and digital transformation — government platforms, marketplaces, and e-commerce. Took DropX from concept to ~31K orders and EGP 25M+ (~US$500K) GMV in six months. Strong in requirements, data, and multi-stakeholder delivery.

EXPERIENCE

Co-founder & Product Lead · DropX

Jan 2025 - Present

- Took DropX from concept to public launch (Jan 2026); scaled to ~31K unique orders and EGP 25M+ (~US$500K) GMV in six months at ~17% month-over-month growth, peaking at ~8K orders/month.
- Shipped an automated WhatsApp order-confirmation flow (WhatsApp Business Cloud API), cutting median confirmation time from ~47 to ~23 hours — a third of daily confirmations now fully self-serve.
- Delivered nationwide cash-on-delivery fulfillment across all 27 Egyptian governorates through two courier integrations — ~19K shipments from a 34-supplier, 700+ SKU catalog.
- Own the product end to end: supplier onboarding & KYC, product data model, order lifecycle, internal operations console, BigQuery analytics, and the financial & pricing model.

Product Manager · Digitas ME

Sep 2025 - Apr 2026

- Owned end-to-end delivery of a multi-service super-portal (web and mobile): backlog, phased roadmap from MVP through Phase 2/3, and release scope across client stakeholders and engineering.
- Wrote and prioritized user stories, acceptance criteria, and change requests; ran estimation and impact analysis with engineering to commit delivery scope.
- Led UAT cycles end to end: test-case design, execution tracking in Zephyr Scale, and release sign-off.
- Defined reporting and analytics requirements, translating business KPIs into product specifications; owned scope negotiation and release communication across design, engineering, and QA.
- Key delivery: BRJ Super Portal — events platform (MVP and phased releases), reporting suite, and change-request delivery.

Product Owner · Atos

Oct 2024 - Aug 2025

- Delivered large-scale, technology-driven projects for government organizations, focusing on data security, compliance, and operational efficiency.
- Analyzed business and system requirements; documented business process models, functional requirements, and acceptance criteria with cross-functional teams.
- Ran stakeholder interviews, Agile ceremonies, and backlog refinement; supported UI/UX design and oversaw implementation phases to deliver on time.

- Key clients: National Organization for Social Insurance (Insurance Benefits, Legal & Contractor Management systems); Ministry of Communications of Egypt.

Business Analyst · eTax

Oct 2022 - Sep 2024

- Helped design and deliver large-scale, multi-year digital taxation programs spanning transformation architecture, experience design, and business design.
- Partnered with technical teams and key business users to analyze processes and identify improvement opportunities across organizational functions.
- Created and managed software requirements and business-analysis documentation; reviewed functional and technical documents.
- Supported Business Intelligence applications — data analysis, reporting, and data visualization.
- Key projects: Internal Appraisal System, Verification Portal, Fraud Detection System, Unified Payroll Tax Calculation System.

EARLIER EXPERIENCE

Business Analyst · Aqarmap (Jan 2022 - Oct 2022) — built business process systems, reporting mechanisms, and BI solutions; conducted market analysis for new revenue streams.

Business Development Analyst · Aqarmap (Oct 2021 - Jan 2022)

Business Development Specialist · Iwan Design House (Dec 2020 - Sep 2021) — delivered data analysis and performance dashboards for management; identified, pitched, and negotiated with new clients.

SKILLS & TOOLS

Product: product ownership & roadmapping (Jira, ClickUp) · discovery & problem framing · user stories & acceptance criteria · UAT (Zephyr Scale) · Agile & Scrum

Analysis: requirements gathering · process modeling — BPMN, UML (Lucidchart, Visio) · SDLC · stakeholder management & cross-functional delivery

Data: SQL & Python for querying and automation · BigQuery, GCP · data analysis & dashboards · financial modeling & unit economics

Domain & tools: e-commerce & cash-on-delivery operations · digital government & enterprise transformation · WhatsApp Business API & Meta integrations · Figma · building software with AI tools (Claude, Codex)

EDUCATION & CERTIFICATION

Bachelor of Commerce, Business Administration (English section) — Cairo University (2015 - 2019)

Marketing Program, School of Continuing Education — American University in Cairo (2018 - 2019)

Business Analysis & Process Management certificate — Coursera (2024)

LANGUAGES

Arabic (native) · English (excellent) · German (basic)