

# ASAL SADEGH EGHBALI

Product Manager | Fintech, SaaS & Digital Platforms

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**Co-op Work Permit: Issued | PGWP Eligible upon graduation | Available full-time Sep 2026**

## SUMMARY

Engineer-trained Product Manager and SFU Beedie MBA candidate with fintech, marketplace, and internal-platform experience. Built a digital collateral-lending MVP from discovery to beta launch in 3 months, onboarded 200+ beta users, supported \$500K+ in test loan volume, and helped roll out a KPI platform used by 6,000+ employees. Strong in product discovery, PRDs, user stories, analytics, Agile delivery, and stakeholder alignment.

## WORK EXPERIENCE

### Associate Product Manager | Tehran, Iran

Mar 2025 – Aug 2025

**Charisma Financial Group** — *Fintech startup incubated by one of Iran's largest financial holdings*

- Owned discovery-to-beta delivery of a digital collateral-lending MVP; defined requirements, mapped borrower and operations flows, coordinated engineering, onboarded 200+ beta users, and supported \$500K+ in test loan volume within 3 months.
- Interviewed 15+ borrowers and benchmarked 5+ lending products to identify collateral-verification, trust, and application-friction points, directly shaping MVP scope and feature prioritization.
- Improved lead conversion by 20% by testing behavioral journey changes, configuring Mautic automation, and analyzing Google Analytics drop-off patterns.
- Launched a product website that generated 50+ inbound partner inquiries in month one; led QA across 3 pre-release cycles and reduced critical defects by 30% before launch.

### Technical Project Manager | Tehran, Iran

Apr 2024 – Mar 2025

**Snappfood** — *Iran's largest food delivery platform (B2C), Snapp Group*

- Led product development of SFPM, an internal KPI and bonus-calculation platform; defined requirements, partnered with engineering, and rolled the platform out to 6,000+ employees.
- Aligned HR, Finance, Operations, and Engineering stakeholders across 8 departments, converting policy and reporting needs into clear workflows, acceptance criteria, and release priorities.
- Managed 12 cross-functional product initiatives over 6 months while keeping scope, dependencies, and stakeholder decisions visible through structured follow-up.
- Drove Microsoft 365 adoption across 8 departments, reducing cross-team coordination time by 25%.

## EDUCATION

### SFU Beedie School of Business | Vancouver, Canada

Sep 2025 – Apr 2027

Master of Business Administration | Co-op stream (mandatory work term for graduation)

### Teaching Assistant, SFU Beedie School of Business | Vancouver, Canada

May 2026 – Aug 2026

*Awards: K. Hill & S. Powell Graduate Scholarship; SFU Beedie Graduate Entrance Scholarship*

### University of Tehran | Tehran, Iran

Sep 2017 – Sep 2022

Bachelor of Electrical Engineering | Minor in Psychology

## PROJECTS

### Vancouver Rental Market Platform | SFU Beedie Innovation & Entrepreneurship

2026

- Designed a platform business model addressing affordability and transparency gaps in Vancouver rentals; validated tenant pain points through surveys and stakeholder interviews, then converted research themes into feature priorities, value proposition, and go-to-market assumptions.

## CORE SKILLS

**Product:** Figma, Jira, Confluence, Notion, Agile/Scrum, PRDs, user stories, acceptance criteria, roadmapping, QA/UAT

**Data & Analytics:** Tableau, Power BI, Google Analytics, Google Search Console, Mautic, MS Excel, A/B testing, funnel analysis

**Technical:** Python, C++, API integration concepts, Make automation, ML fundamentals, SDLC

**Certifications & Coursework:** Microsoft AI Product Manager Certificate (in progress); AI for Business, Data Analytics, Advanced Data Analytics, Strategic Management, Innovation & Entrepreneurship