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Dubai (UAE)

TOOLS & SKILLS

Automation Workflows

Designing, Prototyping, and Automating Products with AI Agents

Product Management & GTM

Define and execute strategy with Scale

Cross-functional Team Leadership

Leading diverse digital product teams to achieve strategic and measurable outcomes

KEY ACHIEVEMENTS

Top Talent - Majid Al Futtaim

Recognized as Top Talent in 2023 & 2021 for driving innovation and delivering enterprise-wide impact

CEO Innovation Award - Majid Al Futtaim

Recipient of the CEO Innovation Award in 2022, acknowledging significant innovative contributions

ANOOP SHARMA

LEAD PRODUCT MANAGER

SUMMARY

Product Tech Lead with 15+ years driving strategic product management and technical innovation across global markets. I lead cross-functional teams of 19+ members, delivering scalable platforms serving 2M+ daily users across 400+ stores in 15 countries. I bridge product strategy with technical execution, combining deep technical expertise with business acumen to translate complex technical capabilities into user-centric products that drive measurable business impact.

Key Achievements:

- Scaled Scan & Go to 9 countries, serving 2M+ users with 61 NPS average
- Built Carrefour City+ autonomous systems (first-in-region AI-driven retail concepts)
- Led 19-member cross-functional teams driving AI experimentation and innovation
- Delivered consistent results: 40% operational improvements, 99.5% system reliability
- Recognized with CEO Innovation Award (2022) and Top Talent (2021, 2023)

EXPERIENCE

Carrefour - Majid Al Futtaim Retail

Dubai (UAE)

Lead Product Manager

01/2022 - Present

Leading retailer in the Middle East, across multiple countries

- Led the in-store digital portfolio, driving product vision, design, development, and delivery with an average NPS of 61
- Developed and scaled a mobile Scan & Go solution across 9 countries within a year
- Managed a cross-functional team of 19, including engineers, product managers, designers, and consultants
- Implemented traceability and monitoring systems using Looker Studio and Google BigQuery
- Highlight your accomplishments, using numbers if possible.

Carrefour - Majid Al Futtaim Retail

Dubai (UAE)

Technical Product Manager

01/2018 - 12/2021

Leading retailer in the Middle East, covering various sectors

- Launched and scaled an internal store manager app across 400+ stores in 15 countries, boosting global operational efficiency
- Implemented role-based access, security protocols, and A/B testing to enhance performance with internal apps (CSAT 4.67)
- Streamlined integration pipelines and app distribution framework through App Center for 3 apps
- Ensured end-to-end delivery, code quality, and automation for platform stability with an average 99.5% crash-free rate
- Oversaw the development of 3 enterprise apps, achieving 80% adoption within a quarter for improved store operations

EXPERIENCE

Emirates Airlines

Dubai (UAE)

Senior Technical Engineer

01/2014 - 12/2018

Major airline based in Dubai, offering global air travel services

- Led end-to-end redesign of the Emirates App's online check-in, modernizing architecture with Swift and Objective-C integration to improve scalability and user experience
- Directed the technical redesign and product roadmap, advancing the adoption of mobile native technologies
- Ensured high code quality through code reviews and adherence to coding standards

NIIT Technologies

Dubai (UAE)

Technical Analyst

01/2012 - 12/2014

Provider of IT services and solutions

- Drove the memory optimization and booking module for the Emirates iPad app
- Managed app deployment and distribution through the App Store

HCL Technologies

Noida (India)

Sr. Software Engineer

01/2010 - 12/2012

Global IT services company specializing in technology and consulting

- Developed, enhanced, and conducted code reviews for quality assurance of The Lancet app (medical journals) for Elsevier
- Ran the app performance using instruments and memory management tools

EDUCATION

IIM Indore

India

Executive Programme

07/2023 - 06/2024

JECRC

India

Bachelor of Engineering

07/2005 - 06/2009

LANGUAGES

ENGLISH

Proficient ● ● ● ● ●