

MAHMOOD ASADI

Senior Product Manager / Product Owner

AI-Enabled Product Development · 0-to-1 Products · Complex Digital Platforms

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PROFILE

Product leader with 15+ years defining and delivering digital products, from discovery through launch and iteration. Career spans business analysis, project delivery and PMO leadership, including a decade on brokerage platforms where onboarding, payments, partner systems and compliance had to work as one product. Since 2024, that experience has extended to travel, hospitality, education and AI, with AI-assisted development shortening the path from product decision to working software. Strongest on ambiguous 0-to-1 problems and integration-heavy platforms; technically fluent with engineering.

CORE COMPETENCIES

Product	Product Strategy · Product Discovery · Roadmapping · Prioritisation · Requirements (PRDs) & User Stories · Acceptance Criteria · User Journeys · MVP Definition · 0-to-1 Product Development · Positioning & Go-to-Market
Delivery & Leadership	Cross-functional Leadership · Stakeholder Management · Agile / Scrum · Backlog Management · Portfolio & Programme Delivery · UAT & Release Readiness · Risk & Dependency Management · Compliance Collaboration · Vendor Coordination
Technical Product	APIs & Integrations · Payments · Data Modelling · SQL / PostgreSQL · Web & Mobile Platforms · Multi-tenant SaaS · AI / LLM Workflows · Rapid Prototyping · CI/CD

EXPERIENCE

Founder & Principal — Product & Delivery

2024 – Present

Asadi Labs LLC · Yerevan, Armenia / Remote

- Own product strategy and end-to-end delivery across travel, hospitality, education, fintech and AI governance, from problem definition and user journeys through prioritisation, build and release.
- Took four products live across travel, hospitality, education and fintech, alongside a live AI-governance demo; four further fintech systems were built to production standard as portfolio work.
- Use AI-assisted development to shorten the path from product decision to working software, while keeping requirements, acceptance criteria, technical constraints and release validation explicit.
- Designed each platform around several user types at once (travellers and operators; students, instructors and academy owners; clients, partners and back-office staff), with separate journeys and permissions for each.
- Made human approval a product requirement wherever AI is involved, and set release standards to match: 478+ automated tests on one mobile product, CI gates on product rules, and load testing to 22,000 concurrent connections.

Operations Team Leader

Jun 2022 – Sep 2023

Exclusive Management Services (Fintech) · Limassol, Cyprus

- Owned requirements and backlog prioritisation for platform initiatives at a regulated Forex/CFD brokerage, as the link between business stakeholders, compliance, operations and engineering.
- Delivered changes to client and partner registration, account types, social trading and dynamic leverage, shaped to the requirements of several regulatory jurisdictions rather than one.
- Prepared UAT test cases and user manuals so each release was adopted by operations, not only shipped.

Senior Project Manager

Feb 2022 – Jun 2022

TIO Markets Group (Broker) · Limassol, Cyprus

- Defined requirements with senior leadership and cross-functional teams for spread betting, a Trading Central integration and client appropriateness testing, then ran UAT and internal training ahead of launch.

Head of PMO

Mar 2021 – Jan 2022

Primus Global (Fintech) · Limassol, Cyprus

- Established the PMO from scratch and defined its operating model: delivery frameworks, portfolio governance and scaled Agile practices across concurrent initiatives.
- Ran portfolio prioritisation across client platforms, payment integrations and compliance initiatives, with business cases and roadmaps informed by market and competitor assessment.
- Recruited and coached product owners and project managers.

Project Manager

Mar 2018 – Feb 2021

FXPRIMUS (Fintech) · Limassol, Cyprus

- Delivered the broker's core platform end to end: Client Area, Partner Area, CRM and back office, commissions, payment gateway integration, risk profiling and MT5 integration.
- Wrote requirements and user stories, coordinated internal and external engineering teams, facilitated Agile ceremonies and took each release through UAT.

Business Analyst

Nov 2015 – Feb 2018

OPC Business Support (Technology Provider to FXPRIMUS) · Kuala Lumpur, Malaysia

- Ran discovery and requirements for PAMM integration, back-office systems, client registration and payment integrations (bank cards, e-wallets, crypto), designing solutions around user needs and regulatory requirements.

Project Manager & Business Analyst

Dec 2011 – Nov 2015

Consoci8 Sdn. Bhd. (Technology Start-up) · Cyberjaya, Malaysia

- Led implementations of a 360-degree assessment tool and an ERP system, with a focus on user experience and process efficiency.

SELECTED PRODUCTS

Safar — Travel, B2C · Live at safar.am. Trip discovery and planning for Armenia in English, Russian and Persian; travellers start from a journey, a single day or their own fixed dates, and approved local partners fulfil.

Vlavera — Hospitality, B2B · Live at vlavera.com. Websites for independent hotels, restaurants and travel businesses, built around the guest journey; fixed-price offer, live client sites for a restaurant and a tour operator.

EdifyTrade — Education SaaS, B2B · Live. Multi-tenant academy platform for brokers and educators: branded academies, a partner commission ledger, and a practice environment structurally separate from live trading.

Asadi Gate — AI governance · Live demo. An AI agent requests a payment and fixed policy rules decide: blocked by default, escalated to a person above the agent's authority, every decision receipted.

Ardura — Platform, fintech · Portfolio build. Client, partner and back-office portals on one platform, with partner commissions explained by stored evidence and AI churn predictions an operator must approve.

TECHNICAL FLUENCY

AI-assisted and agentic development · LLM integration · TypeScript · Next.js / React · React Native · Node.js / NestJS · Python · PostgreSQL · REST APIs · WebSockets · payment and KYC integrations · automated testing · CI/CD

EDUCATION & CERTIFICATIONS

M.S., Industrial Engineering — University of Technology Malaysia, 2009–2011

B.S., Industrial Engineering (Systems Analysis) — University of Azad Iran, 2002–2006

Certifications — PMP (Project Management Professional) · CBAP (Certified Business Analysis Professional)

LANGUAGES

English (fluent) · Persian (fluent) · German (intermediate) · Malay (intermediate) · Greek (basic)