

# Tony Fadel

Product Lead with a passion for solving problems and years of experience in building high performance teams that deliver customer obsessed, impactful products

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## EXPERIENCE

### Careem, Dubai, UAE [[acquired by UBER](#)]

#### PRODUCT LEAD (SEP 2018 - PRESENT)

Heading an org of 70+ people between Dubai/Berlin. Working on the platform that connects customers to captains/partners

- Defined the 2019/20 product vision, strategy and roadmap for marketplace
- Delivered XY% positive impact on P&L
- Published a white paper for a system that monitors and models the current and predicted marketplace dynamics to create a marginal LTV driven experience

#### SENIOR PRODUCT MANAGER (JUL 2017 - AUG 2018)

Led a team of Product, Engineers and Data Scientists to deliver and iterate on dynamic pricing as well as marketplace/captain experiences

- Launched our first AI driven dynamic peak algorithm
- Conceptualized and delivered Destination Filter (#1 captain requested feature) which increased captain retention and daily hours by XY%
- Produced a robust competency model for evaluating and for hiring Product Managers

### Google, Mountain View, US

#### SENIOR TECHNICAL PROGRAM MANAGER (SEP 2016 - JUN 2017)

Executed on Google's ambitious vision of constructing a consistent sign in experience and branding across all platforms

- Delivered a [seamless single sign-in experience](#) for billions of users across 40+ products on Web, Android and iOS
- Increased signed in search by XY%

#### TECHNICAL PROGRAM MANAGER (FEB 2015 - AUG 2016)

Marshalled a team of security, android and frontend engineers to explore new passwordless sign-in experiences

- Managed the lifecycle and roll out strategies of experimental products
- Graduating products such as "[Sign in with your phone](#)" and "[Android Tap & Go](#)" received widespread praise from users & the media

### Google, Dublin, IE

#### TECHNICAL PROGRAM MANAGER (SEP 2013 - JAN 2015)

Technical and business expert working collaboratively with Anti-Abuse Engineers to determine root causes and propose solutions to global search quality challenges

#### SEARCH QUALITY ANALYST (SEP 2010 - AUG 2013)

Championed Webmaster's awareness in the Middle East, analyzed market trends and spoke at regional events attended by hundreds of Webmasters

## EDUCATION

#### OXFORD, UK (2008 - 2013)

- Msc Software Engineering

#### MSA, EG (2002 - 2006)

- BA Computer Science

## PRE 2008 EXPERIENCE

#### Citi, EG (2007 - 2008)

- Technology IS Officer

#### Xceed/Berzi, EG (2006 - 2007)

- Freelance Software Developer

## AWARDS

#### Google Founders Awards

- 4 Spot Awards from VPs
- 20 Peer Bonuses

#### Patent (GP-12069-00-US)

- Electronic Commerce Interaction on a Social Networking Site

## EVENTS & MEDIA

#### Techcrunch MENA

- [Newspaper interview](#)

#### gDays in the Middle East

- Event Speaker in Egypt & Saudi

#### Google Digital Journalism

- Event Speaker in Egypt