

# 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



### PRODUCT DIRECTOR @ Talabat

Dubai, UAE

Sep 2019 – Current

Currently leading the Consumer Tribe of 100+ colleagues (10 direct reports). We are growing the talabat product portfolio by introducing new exciting innovations in food and groceries

- Created a strong product culture driven by a [common set of principles](#) to deliver strong value to customers and business
- Worked with c-level leadership to deliver a [complete rebrand](#) which enabled us to scale into groceries and beyond
- Introduced a new framework for innovations which graduated tDaily (our own groceries), smartlunch, tPay, tLife, rewards and more
- Coached teams in discovery and agility techniques which allowed us to move from a 4 week release cycle to a weekly one



### PRODUCT LEAD @ Careem

Dubai, UAE

Jul 2017 – Sep 2019

Led the Marketplace, a cross functional tech organization of 70+ colleagues (9 direct reports). We built the on demand pricing and logistics engine that powers ride hailing and deliveries

- Defined the 2019/20 AI first approach for product vision and strategy
- Delivered double digit positive impact on P&L through a series of innovative optimizations
- Introduced a robust competency model for evaluating and for hiring Product Managers
- Attended events on behalf of careem. Gave an [Innovation Interview](#) during [TechCrunch Startup Battlefield MENA](#)



### SENIOR TECHNICAL PROGRAM MANAGER @ Google

California, USA

Feb 2015 – Jun 2017

Executed on Google's ambitious vision of constructing a scalable and secure single sign on experience across all platforms / brands

- Delivered a [seamless single sign-in experience](#) for billions of users across 40+ products on Web, Android, iOS and more
- Increased signed in search by double digits
- Managed the product lifecycle and go to market strategies of experimental products such as [Sign in with your phone](#) and [Android Tap & Go](#) which received widespread praise from users & the media



### TECHNICAL PROGRAM MANAGER @ Google

Dublin, IE

Sep 2010 – Jan 2015

Technical and business expert working collaboratively with Anti-Abuse Engineers to determine root causes and roll out new [rollout new algorithms](#) to combat spam and low quality content

## EDUCATION

### UNIVERSITY OF OXFORD

Oxford, UK

Oct 2008 – Oct 2013

Msc Software Engineering

### MODERN SCIENCE & ARTS

Cairo, EG

Sep 2002 – Jul 2006

BA Computer Science

## AWARDS

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

Electronic Commerce Interaction on a Social Networking Site

### 4x Google Founders Awards

For exceptional product delivery

### 20x Google Peer Awards

For being a strong team player

## SPEAKER

### Google gDays MiddleEast

Championed Webmaster's awareness in the Middle East via multiple regional events attended by hundreds of Webmasters

### Google Digital Journalism

Gave a [course](#) to journalists to upskill their digital techniques and allow them to report the news more efficiently

## PRE 2008 EXPERIENCE

### Technology Officer @ Citi

Cairo, EG

Jun 2007 – July 2008

### Developer @ Freelance

Cairo, EG

Jul 2006 – Jun 2007