

## Contact

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## Top Skills

Mobile App Development  
Website Development  
Agile & waterfall delivery

## Languages

English (Full Professional)  
Arabic (Native or Bilingual)

## Certifications

Certified SAFe® 5 Product Owner / Product Manager  
Certified Scrum Product Owner (CSPO)

# Omer Eldirdiri

Digital Product Manager - B2B and B2C@ du | SAFe product manager, CSPO, Agile Project Management | RPA  
Dubai, United Arab Emirates

## Summary

I am a Digital Product Manager at du, with over 8 years of experience in product lifecycle processes for various digital products. I have a Master's degree in Computer Network Management, a Bachelor's degree in Telecommunications Engineering, and a Certified Scrum Product Owner (CSPO) credential.

My core competencies include product research, market research, competitive analysis, planning, positioning, roadmap development, requirements development/testing, and product launch. I manage the product backlog, oversee the product deployments, coordinate with software developers, and allocate and approve team resources. I focus on delivering high-quality products that meet customer needs, optimize sales fulfillment, and enhance customer experience. I have successfully launched and managed digital products such as e-commerce, mobile applications, and self-service platforms. I am passionate about creating innovative and user-friendly digital solutions that drive business growth and customer satisfaction.

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## Experience

du  
14 years 2 months

Digital self services manager - (Product Manager)  
July 2021 - Present (3 years 1 month)  
Dubai, United Arab Emirates

As a Digital Self Services Manager, I initiate and drive innovative ideas, presenting compelling business cases to management with thorough market research, forecasts, and wireframes. After securing management approval, I meticulously craft user stories to guide our Agile development teams in delivering the approved initiatives. Serving as the product owner, I lead a cross-functional team comprising UX/UI designers, HTML developers, app developers, and UAT testers. I oversee the team's work, ensuring alignment

with high customer experience standards through briefings and approvals. My role encompasses managing the entire product lifecycle, from concept to launch, ensuring successful and customer-centric product delivery.

#### Digital sales operations specialist

February 2019 - July 2021 (2 years 6 months)

Dubai, United Arab Emirates

As a Digital Sales Operations Specialist, I lead initiatives to optimize operations, enhance customer experience, and increase order-to-delivery conversion rates. After securing management approval, I meticulously craft user stories to guide our Agile development teams. These stories outline user needs, system requirements, and desired outcomes, ensuring clarity and alignment before briefing UX/UI, HTML, and app development teams. Throughout the project lifecycle, I oversee the User Acceptance Testing (UAT) phase, ensuring the final product meets requirements for optimal functionality and customer experience. My role bridges strategic vision with hands-on project management, driving impactful improvements in digital sales operations.

#### Consumer product launch specialist

May 2014 - February 2019 (4 years 10 months)

Dubai

As a Product Launch Specialist, my role focused on ensuring seamless product launches with minimal disruption to customer operations. I integrated customer operation perspectives into the product development cycle, defining business and system requirements for system visibility and process alignment. Throughout solution design, Testing & Quality Control (TQC), User Acceptance Testing (UAT), and post-production validation, I ensured that products met operational needs. Additionally, I created work instructions and FAQs for customer operations teams to ensure comprehensive knowledge transfer and adherence to best practices across operations, facilitating efficient and effective product launches.

#### Technology Service Desk Analyst

June 2010 - May 2014 (4 years)

As a Technology Service Desk Analyst, I served as the primary point of contact for the Network Operations Department, providing first-level troubleshooting and support for home services like landline, TV, and broadband. I adeptly diagnosed and resolved technical issues, ensuring adherence to service level agreements (SLAs) by reporting on complaints and promptly escalating issues when necessary. My role included monitoring and managing SLAs related

to complaint resolution, ensuring timely and effective handling to maintain customer satisfaction and operational efficiency. Additionally, I documented incidents and solutions, contributing to continuous improvement in service delivery processes and customer support strategies.

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## Education

### Middlesex University

Master's Degree, Computer Network Management · (2011 - 2014)

### Computer Man College

Bachelor's Degree, Telecommunications Engineering · (2004 - 2008)