

Seyed H. Ghotbi

Data Product Manager | Technical Product Manager | Digital & Data Transformation

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Professional Overview

- **Data Product & Technical Delivery:** Experience translating business and user needs into product requirements, roadmaps and delivery priorities across data platforms, analytics, APIs, AI-enabled products and operational systems.
- **Product & Programme Management:** End-to-end ownership across discovery, planning, delivery and continuous improvement, using Agile, PRINCE2 and hybrid delivery approaches.
- **Data & Analytics:** Hands-on understanding of data engineering, SQL, analytics, experimentation, data modelling, APIs and data-quality considerations, supporting effective collaboration with engineering and data teams.
- **Commercial, Financial & Risk Management:** Budget forecasting and management of programmes exceeding \$1m, cost-benefit analysis, operational risk, vendor management and delivery within regulated environments.
- **Stakeholder & Team Leadership:** Experience leading multidisciplinary and distributed teams, working with senior executives, engineers, data specialists, designers, operations teams and external partners.
- **Transformation & Change:** Delivered legacy-system modernisation, process digitisation, SaaS migration, AI productisation and improvements to engineering and product operating practices.
- **Digital Transformation & Product Delivery — AwanTunai:** Developed the product direction for digitising legacy lending and risk operations, securing alignment across the CEO, CPO and CTO and coordinating a cross-functional team of 28 product, engineering and design specialists.

Career Highlights

- **Digital Transformation & Product Delivery — AwanTunai:** Developed the product direction for digitising legacy lending and risk operations, securing alignment across the CEO, CPO and CTO and coordinating a cross-functional team of 28 product, engineering and design specialists.
- **Operational Scaling — AwanTunai:** Led more than 50 sprint cycles supporting the evolution of merchant approval processes to handle over \$200k in monthly volume, while managing product, operational and technical dependencies.
- **Platform Modernisation & Cost Reduction — AwanTunai:** Led migration from legacy infrastructure to SaaS-based services, strengthening security and operational resilience while delivering approximately \$30k in annual cost savings.
- **Data & AI Product Delivery — Aicadium:** Established data science and engineering capability and led technical delivery supporting the integration of SambaNova infrastructure for production AI workloads.
- **Engineering & Product Operating Model — AwanTunai:** Improved collaboration between product and engineering teams and introduced more consistent development, deployment and MLOps practices across backend and frontend delivery.

Career Experience

Self-Employed - Data Product & Technical Product Development

Jan 2026 to Present

Undertaking focused professional development in data product management, analytics engineering and modern data platforms while building production-grade data products that demonstrate end-to-end product and technical delivery.

Selected work and professional development:

- **[Datalens.ai](#) – Data Product Portfolio:** Developed a portfolio of production-oriented data products covering data ingestion, modelling, APIs, analytics, user interfaces, testing, CI/CD and deployment.
- **WTPulse — Global Trade Data Product:** Designed and built an analytical product using UN Comtrade data to support exploration of international trade flows, partner and product structure, dependency, exposure and growth.
- **EDS — Data Infrastructure Product:** Developed a PostgreSQL migration product supporting controlled application, rollback, status inspection and migration history using Erlang/OTP, Cowboy and Gun.
- **Analytics Engineering:** Applied Python, SQL, PostgreSQL and statistical methods to ingestion, transformation, validation, historical analysis and analytical metric development.
- **Experimentation & Measurement:** Continued development in experimentation design, causal inference and interpretation of product and behavioural data.
- **Privacy & Data Architecture:** Explored privacy-conscious analytics architectures, including server-side measurement approaches and data-quality implications.
- **AI & Analytics:** Evaluated practical uses of machine learning and generative AI within data products and analytical workflows.

Availability: Available for permanent Data Product Manager, Technical Product Manager and related data-product leadership roles.

AwanTunai

VP of Product Development

Sep 2024 to Dec 2025

Responsible for all elements of product management and leadership, taking ownership for defining and articulating an innovative new product vision, securing buy-in from the CEO, CPO, and the CTO.

End-to-end product and project lifecycle management, encompassing planning, scope, budget, risk & issues.

Leadership, management and motivation of a team of 4 Project Managers, 20 Engineers, and 4 Designers, taking the lead in transforming manual legacy processes across sales, loan operations, and risk functions.

Managed distributed engineering and product teams across Singapore, Indonesia, and India while reporting to a US-based Executive. Navigated complex time zone differences and cultural nuances to align delivery.

Key contributions and successes:

- Revamped PM cadences to improve alignment across verticals, reducing operational costs by 70%
- Led digital transformation of user onboarding & supplier financing, yielding \$200k staff savings p.a.
- Spearheaded organisation-wide transformations, enabling enhanced efficiency and rapid delivery
- Championed best practices within engineering teams across back-end, front-end, and Dev/MLOps

AwanTunai

Head of Product Development

Jun 2022 to Sep 2024

Responsible for all elements of product management, taking the lead in directing over 50+ sprint cycles, establishing Agile best practices, and ensuring the on-time delivery of 20+ features and 30+ bug fixes.

Collaboratively engaged with senior level stakeholders, reporting into the US-based Executive Director.

Leadership, management and motivation of distributed teams across Singapore, Indonesia, and India.

End-to-end product and project lifecycle management, encompassing planning, scope, risk & issues.

Realised \$30k in annual savings via in-house digitisation of invoice and bank statement data extraction.

Key contributions and successes:

- Delivered a legacy system refresh (loans operations vs SaaS services), enhancing overall security
- Scaled the merchant approval model to process 150 applications per month, worth \$200K in volume
- Introduced data lake architecture that effectively unified 90+ data schemas into 42 secure tables
- Oversaw and delivered 24 Applied Research sprints to drive innovation in product-tech alignment

Aicadium, Singapore

Associate Director of AI Projects

Jun 2021 to Jun 2022

Responsible for all elements of business technology, project delivery, and AI innovation, tasked with building the data science and engineering team from the ground-up. Collaboratively engaged with key stakeholders. Guided and influenced AI productization for clients such as Singapore Airlines, taking the lead in installing Sambanova systems to reduce ongoing cloud and model training costs.

Key contributions and successes:

- Full project lifecycle management and delivery, encompassing planning, scope, risk, and issues
- Successfully established and embedded Agile best practices and engineering APIs for ML models

**StarHub, Singapore
Technical Delivery Manager**

May 2020 to May 2021

Responsible for all elements of technical leadership and delivery, taking ownership for evolving delivery methodology for data science and engineering teams, transitioning across to Agile best practice.

Key contributions and successes:

- Took the lead in successfully delivering mobility analytics, generating \$1.5m p.a. in new revenue
- Established and delivered robust new analytical solutions, saving \$250k in 3rd party vendor costs

Early Career

2019 to 2020	Lead Data Analyst	StarHub
2018 to 2019	Data Scientist	Eureka AI
2016 to 2018	Full-stack Engineer	RadioActive
2015 to 2016	Founder & Program Consultant	Presentter

Education

University of Southampton	PhD Computer Science, 2014
King's College London	MSc Advanced Software Engineering, 2008
London Metropolitan University	BSc Computer Science, 2007

Patents, Professional Certifications & Training

Training & Certificates: Architecting Reactive Systems 2025, PyTorch Fundamentals 2022, iOS Development 2022, Flutter 2021, Kubernetes 2021.

Patent filed: [Automated Loan Origination Based on Basket of Goods \(2024\)](#)

Additional Information

UK Citizen	Excellent references available	Flexible on location for the right opportunity
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