FASEEL ANWAR

Product Manager | AI Products | Oxford MBA | CSPO®

Dubai, UAE | faseel.anwar@gmail.com | linkedin.com/in/faseelanwar

PROFESSIONAL SUMMARY

Product Manager (**Oxford MBA**, **CSPO®**) with **eight years** of end-to-end product ownership, including founding two companies and leading product and growth at a London software firm. Currently owns product and AI direction at UniHawk Global for an AI-native career-guidance platform **live on web, iOS and Android**, now in a **pilot with five schools**. Specialises in decision-support AI products, from specification to pilot. At UniHawk, authored the **strategy and business case** for a multi-year lifecycle model and introduced **AI-assisted workflows** that the wider team adopted, and coordinates a **15+ person external development team** through work packages with acceptance criteria and formal sign-off. At Fleapo, re-sequenced a SaaS marketplace roadmap to deliver **50% faster releases** and **60% lower direct costs**. As founder of Augend Tech, delivered **30+ web and mobile products** for **25+ clients in eight countries**.

SELECTED IMPACT

- Delivered measured efficiency gains: **50% faster releases and 60% lower direct costs** on a European SaaS marketplace at Fleapo, and **30% higher productivity** from the digital learning platform at Aspiration Classes
- At Augend Tech, ran **client discovery, PRDs, UAT and service acceptance** for a multi-tenant school platform in Oman, and unified web, front desk, phone and WhatsApp bookings into **one workflow** on a booking platform, cutting reconciliation effort and double bookings
- Set **AI governance requirements** in the MVP strategy (privacy, explainable AI, bias audits and parental consent) for a **GDPR- and PDPL-compliant** platform serving users aged 13 to 18
- At UniHawk, added **fact checks to AI-written guidance**: any AI rewrite that adds, drops or changes a figure, date or name is discarded and the rule-based text is kept

CORE SKILLS

Product strategy: Roadmaps and prioritisation · business cases · discovery and PRDs · end-to-end lifecycle ownership

Workflow and automation: Workflow redesign · AI-assisted workflows · n8n and Apify · internal tools · Claude Code

Delivery: External team coordination · work packages with formal sign-off · budget ownership and P&L · Scrum · Jira

Responsible AI: Explainable AI · GDPR- and PDPL-compliant design · privacy and parental consent · human approval gates

Data and KPIs: Metric trees · adoption, retention and NPS · outbound A/B testing · Mixpanel · Google Analytics

PROFESSIONAL EXPERIENCE

AI Product Manager, UniHawk Global, Dubai, UAE **Dec 2025 - Present**

Pan-GCC higher-education guidance firm

- Own the vision, roadmap and success metrics for an AI-native career-guidance platform for students aged 13 to 18 and their parents, taken from PRD to **live apps on web, iOS and Android** and now in a **pilot with five schools**
- Introduced **AI-assisted development workflows** that the wider team adopted, and used them to build the company website, admin system and internal tools
- Authored the **strategy and business case** for a shift from a transactional funnel to a **multi-year lifecycle model** across B2C consulting, B2C subscription and B2B2C school SaaS, with a **90-day MVP roadmap**
- Coordinate the **external development team** (15+ people across AI/ML, backend, mobile, design and DevOps) and relevant internal departments through work packages with acceptance criteria and formal sign-off, with one package held back as only partially delivered
- Defined the **metric tree** (activation, pathway engagement, AI-assistant nudge acceptance, booking conversion, day-7 and month-1 retention, and student and parent NPS) and segmented users into **three personas** (decided, undecided and conflicted)
- Chose **deterministic models over fine-tuned LLMs** for the recommendation engine wherever explainability was required, and built a benchmark that scores it against counsellors' decisions

Product Manager & Growth Lead, Fleapo, London, UK **Oct 2024 - Jul 2025**

Custom software development firm for YC-backed startups

- Built **AI-powered outreach workflows with n8n and Apify**, using a language model to personalise each campaign, then **A/B tested** them across email, LinkedIn and Twitter, lifting **response rates 35% and qualified leads 50%**
- Owned the roadmap for a European sports **SaaS marketplace**, re-sequencing high-ROI features and removing bottlenecks to deliver **50% faster releases and 60% lower direct costs**
- Built a **$2m pipeline** and secured **$600k in signed contracts** through referral partnerships across the UK and Europe

Founder & Product Manager, Augend Tech, Kolkata, India **Mar 2020 - Mar 2022**
Bespoke app and web development firm

- Delivered **30+ web and mobile products**, from CRM and CMS platforms to operational systems, for **25+ clients in eight countries**, with a **35% average KPI uplift**, 25% higher retention and NPS 80+
- Built **operational platforms and integrations**: an **omni-channel booking and marketplace platform** with real-time sync, and a **last-mile e-commerce and delivery app** with **vendor and fulfilment integrations**, plus third-party **payments and logistics APIs**
- Deployed an **NLP-powered virtual assistant** that automated **15% of recurring support tickets**, and led a cross-functional team of 10 owning PRDs, integrations and UAT

Founder & Product Manager, Aspiration Classes, Kolkata, India **Apr 2017 - Sep 2023**
Tutoring for high school students

- Scaled a **tutoring business to three branches** and built its **digital learning platform** (scheduling, fees, assessments, dashboards), lifting productivity **30%**, and launched a **revenue-sharing marketplace** that doubled its courses in six months

EARLIER EXPERIENCE

- Senior Faculty (Mathematics & Computer Science), Heritage School, Kolkata | Jan 2014 - Apr 2017
- Software Engineer, Tata Consultancy Services, Kolkata | Feb 2013 - Jan 2014 (saved £200k by reprogramming batch processing on the **Santander card-processing backend** serving 100k UK customers)

PERSONALLY BUILT WITH AI CODING AGENTS

- **HawkNest website and back office (live):** the public website and the admin and CMS behind it, with **role-based access** designed to let landing pages, content and reporting ship without an engineering queue
- **Riposte, white-label form builder (live, self-directed):** branching logic and drop-off analytics, tests that prove one account cannot read another's data, and a load test of **10,000 simulated visitors** with no lost submissions
- **Real-time risk-scoring simulator (research build, self-directed):** a liquid neural network in PyTorch tested against an **adaptive adversary**, with a configurable human approval step
- **Flutter and Supabase consumer app (solo):** six languages and an annual subscription, **in closed testing on Google Play**

EDUCATION

MBA, Saïd Business School, University of Oxford (Business, Strategy & Innovation) Sep 2023 - Sep 2024
B.Tech, Electronics & Communication, West Bengal University of Technology Jul 2008 - Jun 2012

CERTIFICATIONS

- **CSPO®** (Scrum Alliance)
- **AI for Product Owners**
- **AI Prompt Engineering**
- **Aha! Product Management Professional**
- **Claude Code in Action** (Anthropic)
- **AI for Product Discovery & Strategy**
- **AI Fundamentals** (Google)

Languages: English (fluent), Hindi (native), Bengali (proficient), Urdu (proficient), Arabic (basic)

ACHIEVEMENTS

- **Winner, Capitox Consulting Challenge**, Oxford (among 20 teams), with a market-entry strategy for a **$33bn energy group**
- **Runners-up, Wharton MIINT impact-investing challenge** (15 teams), screening **50+ startups**
- **Winner, MBATs Quiz (HEC Paris)**, representing Oxford among 15+ top European business schools