

# ZAEEM GOLBAGHI ASTANEH

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An experienced Product Manager and founder with a background in Electrical Engineering and Physics, I bring analytical and data-driven thinking to the table. My entrepreneurial ventures have instilled a growth mindset and a user-centric approach. As a seasoned product manager in both B2B SaaS and B2C companies, I'm recognized for my collaborative, strategic, and execution-focused style.

## Professional Experience

### **Daily Say LLC**, Brooklyn, NY

Co-Founder (June 2020 - Mar 2022)

*Daily Say began as a B2B SaaS integrated with Microsoft Teams, to enhance team morale with daily office exercise tips and educational notes. It later pivoted to Telerooster, empowering content creators to share their valuable content in group settings through seamless integration of email newsletters with business messaging platforms.*

- Collaborated with the technical co-founder to design and develop an MVP, serving 100+ companies.
- Directed email marketing campaigns targeting over 5000 HR managers, resulting in 30% increase in downloads.
- Conducted customer development and interviewed with 100+ corporate trainers, business news channels, and keynote speakers to onboard their content onto the Telerooster platform, securing 10+ agreements.
- Engaged in fundraising activities and evaluated a \$50,000 investment offer from 7 Gate Ventures for 10% equity, negotiated for a 6% equity share, and declined in alignment with long-term goals.

### **Chatterfox**, Washington, D.C.

Product Manager (May 2019 - June 2020)

*Chatterfox, an American accent training software, began with a single web app. Orchestrated the expansion to mobile apps and initiated the development of monitoring systems and gamification features, all aligned with OKRs.*

- Led cross-functional teams in developing a B2C cross-platform software with native iOS and Android, utilizing a patented method to train the AI algorithm based on user input, driving ~1100 monthly paid users.
- Crafted user stories and data-driven plans to enhance application engagement and UI/UX, introducing new features and gamification elements that contributed to a remarkable 145% increase in CLV (customer lifetime value).
- Designed and implemented a martech stack incorporating Mixpanel, Google Analytics, and Salesforce, resulting in a 45% reduction in CAC (customer acquisition cost) and ensuring a seamless user experience.
- Collaborated with teams to integrate an AI-powered real-time speech recognition system, boosting user proficiency by 35%.

### **Kooche**, Tehran, Iran

Product Manager (Dec 2016 - March 2019)

*Kooche is a B2B SaaS product, a small business loyalty programs software. I was responsible for all aspects of the product lifecycle, from ideation to launch. I conducted customer interviews, wrote concept notes and PRDs, led the development of the MVP, and collected metrics after the product launch.*

- Collaborated with cross-functional teams of 10+ members, including engineering, design, sales, marketing and customer support to prioritize and execute the product roadmap and GTM strategies, achieving 800 MAU.
- Conducted thorough customer research to gain deep insights into the needs and challenges faced by local businesses, informing strategic feature development which increased NPS (net promoter score) by 20 points.
- Analyzed data to identify KPI failures and collaborated with cross-functional teams to address issues, including coding enhancements and loading speed, led to an 18% increase in conversion rate.
- Implemented A/B testing to optimize content layout and achieved a 22% decrease in bounce rate.

**Yar Games and AZ games LLC**, Brooklyn, NY

Founder (Jan 2014 - Dec 2016)

- Led product team of a designer and an engineer to conceptualize, develop and launch over 10 hyper-casual mobile games on iOS and Android platforms and achieved over a million downloads globally.
- Secured partnerships with top YouTube influencers in over 8 countries, resulting in the production of 10+ dedicated video promotions that garnered over 8 million views on YouTube.
- Leveraged data analysis expertise to optimize gameplay, driving a 25% increase in weekly retention rate.

## Education

**New York University**, MS in Physics, 2013

**Sharif University of Technology** (Tehran, Iran), BS in Electrical Engineering & Physics, 2010

## Skills

**Tools:** Google Analytics, Mixpanel, Salesforce, Tableau, Power BI, Jira, Trello, Figma, SurveyMonkey, Github, Roadmunk, Mailchimp, Hubspot, Optimizely, Microsoft Office Suite

**Languages:** Python (Pandas, Numpy, Seaborn, Scikit-learn, Tensorflow), SQL(Postgres), Pinescript

**Machine Learning:** Classification, Regression, Clustering, KNN, SVM, Random Forest

## Areas of Expertise

Cross-Functional Team Leadership  
Roadmapping and Prioritization  
User Research

Data Analysis & Interpretation  
Gamification  
Agile Methodology

Product Strategy  
UX Design  
Metrics & KPIs

Customer Development  
Market Research/Analysis  
Go-to-Market Strategy

## Awards

- **McCracken Fellowship**, NYU, 2010
- **Gold Medalist**, 17th National Physics Olympiad, Iran, 2004