Ahmed Mashadani

Product Owner Consultant

Roadmaps, backlogs and agile product delivery

Stockholm / hybrid / remote from Sweden

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LinkedIn GitHub



PRODUCT OWNER

CONSULTING ASSIGNMENTS

CONSULTANT PROFILE

Product Owner with experience across B2B SaaS, digital health, AI platforms and international growth. Combines product strategy, roadmaps, backlog prioritisation and user research with specs, acceptance criteria and engineering collaboration. Brings commercial judgement and hands-on delivery experience from Sellermetrix, yesmom, ORA, Google and venture development.

CORE EXPERTISE

PRODUCT OWNERSHIP

Product strategy / roadmaps
Backlog prioritisation
Discovery / user research
Specs / acceptance criteria

AGILE DELIVERY

Agile / Scrum
OKR development
Engineering / data teams
Release coordination

USER & BUSINESS VALUE

B2B SaaS / analytics
Monetisation / pricing
International growth
Stakeholder collaboration

PRODUCT & SYSTEMS

Digital health / compliance
HIS / ERP / CRM integration
Data flows / consent / access

AI PRODUCT GOVERNANCE

Workflow contracts
Guardrails / human hand-offs
Run tracking / acceptance

2M DOWNLOADS

$2.5M ARR / yesmom

18% MoM GROWTH

Sellermetrix / 1:5 CAC/LTV

$0 - $1M

Panya Studios

PRODUCT OWNERSHIP EXPERIENCE

Midfleet

Product Owner - Agentic AI Platform

Original title: CEO / Co-Founder

Feb 2026 - Present | Stockholm, Sweden

- Developed an AI-agent coordination platform for engineering teams: agent communication, task decomposition, roles, hand-offs and state, with policies, guardrails and escalation to humans.
- Designed workflow contracts and run tracking to address goal drift and incomplete work, keeping agents accountable to completion.

Rainforest

Product Owner - Sellermetrix

Aug 2024 - Dec 2025 | Singapore

- Owned strategy and roadmap for an AI-powered Amazon analytics SaaS serving brand agencies and multi-brand sellers.
- Defined the data and AI layer using Seller Central history in PostgreSQL and Redshift for AI-driven insight modules.
- Ran discovery, wrote specs and acceptance criteria, and coordinated engineering, data and marketing releases; 18% MoM revenue growth over six months at 1:5 CAC/LTV.

yesmom

Product Owner - Digital Health

Original title: Chief Product Officer

Apr 2019 - Dec 2022 | Bangkok, Thailand

- Designed app architecture, user flows and monetisation; acted as product owner for engineering and launched the reproductive-health app on App Store and Google Play: 2M downloads, 2M MAU, $2.5M ARR.
- Launched at-home blood testing with a digital results dashboard; built the compliance framework; hired 15+; raised $2.2M seed. Galen Growth Health Startup of the Year 2021; acquired by ORA Group in 2022.

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PRODUCT OWNER CONSULTANT

ORA

Product Owner - Healthcare Systems Integration

Original title: VP of Operations

Dec 2022 - Aug 2024 | Singapore

- Integrated the yesmom diagnostics product into ORA's clinical offering as one combined proposition.
- Owned patient-data integration under HIPAA and local rules; defined data flows, consent and access with engineering and compliance.
- Integrated HIS, ERP and procurement systems; automated CRM workflows between HIS and fulfilment.
- Expanded SKUs and markets (Watsons, Guardian; SG, MY, PH); built procurement team; COGS -22% YoY; supported $15M fundraising.

Google

Product Owner - APAC Market Expansion

Original title: International Growth Lead - APAC Gaming

Jan 2016 - Feb 2018 | Shanghai / Seoul

- Advised major Chinese and Korean gaming companies on Southeast Asia and Middle East expansion; portfolio grew 40% YoY to over $1B in ads and cloud revenue by Q4 2017.

Product Owner - Agency Programme

Original title: Agency Development Manager

Jan 2014 - Dec 2015 | Dublin, Ireland

- Led five people building the Nordic agency programme for Google and YouTube advertising products; highest revenue growth globally in 2014-15 (90% YoY).

Panya Studios

Product Owner - B2B Product

Original title: Product Owner

Feb 2018 - May 2019 | Bangkok, Thailand

Led first-product development and commercialisation; designed B2B monetisation, grew revenue from $0 to $1M and onboarded OMD and GroupM as partners. Acquired by Geddit Group A/S.

Santora Nakama

Product Owner - Venture Development

Original title: Venture Builder

Feb 2018 - May 2019 | Singapore / Thailand

Built and validated new ventures across Singapore and Thailand at the venture builder founded by the former Lazada CEO, with Panya Studios as the lead product.

EARLIER LEADERSHIP

Transcom

Operations Manager | Nov 2008 - Sep 2010

Managed five workflow managers, demand planning and staff scheduling for customer support and sales.

Customer Service Representative | Jun 2008 - Nov 2008

Swedish Armed Forces

Non-Commissioned Officer | Jun 2006 - May 2008

Infantry section leader for 12; Nordic rapid-reaction contingency supporting NATO-led missions.

EDUCATION

University of Nottingham

BA, Management with Asian Studies

2010 - 2013

Blekinge Institute of Technology

BSc, Product Development

2011 - 2014

RECOGNITION

Google China Employee of the Year 2016

Google EMEA Sales Pitch Competition winner 2015

Galen Growth Health Startup of the Year 2021 (yesmom)

SELECTED CERTIFICATIONS

Saïd Business School, University of Oxford

AI Foundations for Business Professionals Specialization (2026)

Generative and Agentic AI (2026)

Other

Agentic AI with LangGraph, CrewAI, AutoGen and BeeAI

AI Governance

Foundations of Cybersecurity

Assets, Threats, and Vulnerabilities

SWEDISH & ARABIC

Native / bilingual

ENGLISH

Full professional proficiency

GERMAN & CHINESE

Limited working proficiency