

Iyad Bugaighis

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PROFESSIONAL SUMMARY

Product Manager with 4+ years building and scaling an AI-powered digital asset management (DAM) & booking platform from zero to 450+ B2B accounts. Track record shipping features, driving adoption, and translating customer discovery into product decisions.

WORK EXPERIENCE

Flashy · Dubai, UAE

Product Manager

SEP 2021 – APR 2026

- Joined as Employee #1; helped build and scale Flashy OS, an AI-powered digital asset management (DAM) and content creation platform, to 450+ B2B accounts and \$2M+ in annual revenue.
- Led a cross-functional team of 7 across engineering, design, and GTM — MVP for digital asset management platform live in 6 weeks, with 8 major features shipped in 2025 alone.
- Built and shipped a live model selection tool ([models.flashyagency.com](#)) using Claude Code, reducing booking-to-shoot turnaround time by 40%, minimizing manual coordination between clients and internal team.
- Created rapid UI prototypes using v0 to align product, design, and engineering - halving design-to-dev handoff cycles and 2x design output.
- Increased user activation by 35% (first-week asset upload threshold) by translating insights from 150+ customer discovery calls into improved onboarding and asset management workflows.
- Reduced cloud storage costs by 30% by designing automated S3 lifecycle policies that archived assets to Deep Archive based on age and asset type.
- Defined product vision, product development life cycle, PRDs, user stories, sprint planning & prioritization.

Customer Success Manager

- Sourced and managed 50+ client accounts representing \$600K+ in closed contract value, owning the full client lifecycle from product demos and platform onboarding to adoption tracking and ongoing customer success.
- Designed and optimized platform workflows for key real estate accounts, driving 400+ monthly bookings and 102% YoY revenue growth through strategic account planning and cross-functional coordination.
- Led platform onboarding and training for a major enterprise account in the food-tech space, configuring multi-user access and role permissions adopted by 15+ end users on the account management team.

SVNBIRDS · Dubai, UAE

Growth & Partnerships Associate

SEP 2020 – AUG 2021

- Closed a \$150K+ partnership deal with EMPIRE Music, leading negotiations across legal and creative teams.
- Executed end-to-end GTM campaign for debut EP launch, driving 3M+ streams and 30K follower growth with regional media coverage.

Art Dubai · Dubai, UAE

Sponsorship Assistant

JAN 2019 – MAY 2019

- Coordinated sponsorship activations with BMW, Julius Baer, and Piaget at 30K+ attendee international art fair.

EY Advisory · Paris, France

Intern at EY Experience Lab and Finance

JUN 2017 – AUG 2017

- Communicated product vision (EN/FR) to 150+ EY partners across EMEIA by creating a video prototype for a weather analytics application.

EDUCATION

Tufts University · Medford (Boston), USA

B.A. in Economics and minor in Entrepreneurial Leadership Studies

LANGUAGES, SKILLS & TOOLS

Languages: English (Native) · French (Fluent) · Arabic (Elementary) · German (Elementary)

AI & Technical: LLMs, Prompt & Context Engineering, Agentic AI, RAG, AI Evals, Content Lifecycle Management | Claude Code, Gemini, Supabase, Github, Gitlab

Customer Success: Stakeholder Management, Customer Lifecycle, Onboarding & Enablement, Account Strategy, Adoption & Retention, Cross-functional Coordination | HubSpot, Pipedrive, MS Office, Google Suite

Product: Product Strategy, Roadmapping, Sprint Planning, Stakeholder Management, Roadmap Communication, Customer Requirements Gathering | Jira, Linear, Customer.io

Design & Research: Prototyping, Wireframing, User Research | v0 (Vercel), Google Stitch, Figma, Perplexity

Data & Analytics: Product Analytics, Usage & Adoption Tracking | Amplitude