AADEEL
PEERALLY
Product Leader

ABOUT ME

Product leader with 15 years scaling B2B platforms, enterprise SaaS, and marketplaces. I turn complex operational workflows into scalable software and AI-enabled operating systems. Most recently, I led the strategy and rollout for PVcase Platform, uniting fragmented Solar projects and commercial workflows into a single data ecosystem. I pair commercial strategy with deep technical expertise in platform architecture, data models, and hands-on AI/LLM integration to drive automation at scale.

AI & PLATFORM

PERSONAL AI PROJECT: ARNIE OS

- Architected a custom multi-agent AI operating system using Anthropic's framework and MCP integrations across Jira, Slack, Tableau, and Google Workspace to automate product management workflows.
- Engineered 10+ specialized agents with defined tool permissions, skills, and escalation logic to execute data synthesis, PRD scoping, and automated reporting.

SKILLS

PRODUCT LEADERSHIP
Product Strategy · Platform Strategy · Product Vision · Product Organisation Design · Team Building & Coaching · Discovery · Roadmapping · Operating Cadence

TECHNOLOGY
AI/LLM Products · Agentic Workflows · Workflow Automation · Platform Architecture · APIs · Data Products · Integrations · Analytics

COMMERCIAL
B2B SaaS · Marketplace Economics · Payments · Cost Optimisation · Growth

LANGUAGES

ENGLISH	Native
FRENCH	Fluent
SPANISH	Intermediate
GERMAN	Basic

WORK EXPERIENCE

ACHIEVEMENTS

-Platform: defined the shared project data model behind PVcase Platform (500 monthly active users), opening OEM and partner opportunities worth €2M+ in potential revenue..
- AI: led the release of AI-Assisted Design Review, an LLM workflow with a human deciding every finding; it cut customers' review cycles from 21 to 10 days, worth roughly €100k per project.
- Commercial: reduced annual processing costs by €5M+ at Delivery Hero; increased purchase path conversion by over 30% and average order value by 20% at AMBOSS.

PRODUCT DIRECTOR - PLATFORM | NOV 24 - PRESENT
PVCASE

- Lead product vision and strategy for a new B2B SaaS operating system, uniting fragmented solar engineering and commercial workflows into a centralized platform.
- Exceeded pilot adoption targets, driving usage to 500+ active enterprise users.
- Launched an AI-native, LLM-powered review workflow that converts manual human expertise into automated, structured compliance checks with human-in-the-loop validation.
- Architected Pipeline Intelligence, a cross-product data model unifying project records into a single platform-wide data foundation.
- Established a metrics-driven product operating cadence, automating weekly reporting on delivery and adoption to drive high-tempo, pragmatic decision-making.
- Hired and coached Product and Engineering talent, established structured discovery and PRD review practices, and drove alignment across all levels of business. .

PRODUCT DIRECTOR | JUL 22 - SEP 24
AMBOSS

- Accountable for growth, adoption and retention across global markets, with particular focus on user acquisition in the US.
- Enhanced retention by increasing student user tenure by over 20%, successfully converting them into clinician users.
- Transformed the payment set-up from a fragmented and inefficient landscape into a streamlined eco-system decreasing processing costs by nearly 50%, increasing payment success rates by 4%, decreasing time-to-market for campaigns and new products from weeks to hours and decreasing engineering dependency by 50%.
- Increased purchase path conversion rates by over 30% and increased average order value by 20%.
- Integrated 300+ US medical institutions following business mergers.

PRODUCT DIRECTOR | AUG 20 - JAN 22
DELIVERY HERO

- Led global product strategy for a high-volume, multi-sided marketplace. Drove platform expansion by migrating 20+ countries onto a centralized financial platform across APAC, LATAM, and Europe.
- Managed complex cross-functional rollouts across regulatory, engineering, and regional operations.
- Delivered measurable commercial impact through improved margin dynamics: reduced annual processing costs by €5M+ and lifted payment success rates by 1.5%+, unlocking millions in recovered orders.
- Managed a 12-person product organization and redesigned cross-functional workflows, increasing sprint predictability by 30% (measured by committed vs. delivered tickets).

EDUCATION

TELECOMMUNICATIONS ENGINEERING (MENG)

King's College London
2005

REFERENCES

Available on request

WORK EXPERIENCE

PRODUCT DIRECTOR | JUN 19 - AUG 20
EQUALS

- Responsible for coordinating end to end product development across International Payments, Expense Management, Travel Money and Currency Trading.
- Launched Card Issuing products and Currency Exchange trading tools to the market.
- Improved activation journey through data analysis, A/B testing and Google's HEART framework, reducing CPA by 22% and increasing order frequency by 12%.

CHIEF PRODUCT OFFICER | JAN 16 - MAY 19
WESWAP

- Led mobile and web product strategy, scaling the platform to 500,000+ users.
- Introduced new payment methods, doubling monthly active users and increasing card-load frequency by 37%.
- Launched Smart Swap, increasing average order value by 32%, and developed community features that reduced acquisition costs by 50%.

COFOUNDER | JAN 15 - MAY 20
TRYMYKITCHEN

- Founded and launched a self-serve marketplace for cooking classes, growing to over 8,000 classes across Europe and North America.
- Partnered with Jamie Oliver cooking schools and Heineken to deliver tailored cooking class experiences at events.

HEAD OF OPERATIONS | DEC 14 - DEC 15
WESWAP

Hired and led the fraud, compliance, and customer support teams. Drove cross-functional technical integrations with Stripe, LexisNexis, and Salesforce, establishing improved transaction monitoring and reporting workflows that decreased platform fraud by nearly 100%.

PRODUCT MANAGER | FEB 13 - DEC 14
GUARDIAN NEWS AND MEDIA (GNM)

Launched Guardian Membership program in Sept 2014.