

Sam Rostami

Product Manager/Owner

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Professional Summary

Product Manager/Owner with **8+ years** building and scaling digital products from concept to market, including two **grant-funded AI platforms** delivered to **pilot deployment** and a profitable **e-commerce business** grown from zero. Combines hands-on **technical execution** (Vue.js, Laravel, Flutter) with **strategic product thinking**—defining **roadmaps**, **prioritising backlogs**, & translating **user research** into features that drive **measurable outcomes**. Proven ability to navigate ambiguity in early-stage environments, **coordinate cross-functional teams**, and **deliver MVPs** under tight timelines and budget constraints. **Secured £150k+** in competitive government funding through compelling **product vision** and **business case development**.

Work Experience

Product & Technology Lead

Jul 2023 – Present

Digital Readiness and Intelligent Systems Ltd. ([D-Ready](#)) - AI startup funded by Innovate UK

- Led the end-to-end product lifecycle for two Innovate UK-funded platforms from concept to production: RaiDOT (AI governance SaaS) and AlquaBoost (AI-powered aquaculture mobile app), delivering both MVPs within strict grant milestones and enabling £150k+ in continued funding.
- Transformed research concepts into market-ready products by defining go-to-market scope, technical architecture, and phased delivery roadmaps using Jira and MoSCoW prioritisation to balance innovation requirements with commercial viability and 12-18 month grant constraints.
- Drove product-market fit through pilots with 3+ aquaculture hatcheries (AlquaBoost: ~10% higher egg survival, 40% less manual monitoring) and 20+ SMEs (RaiDOT: AI governance across 5+ industries, ~50% faster compliance), translating user feedback into validated feature backlogs.
- Established product KPIs and reporting frameworks for internal stakeholders and government auditors, tracking progress through sprint reviews and retrospectives in Jira and demonstrating ROI via adoption rates, operational efficiency gains, and technical performance benchmarks.

Co-Founder

Apr 2018 – Jun 2023

Manolight ([E-Commerce Gift Shop](#)) - E-commerce for customised gifts and home lighting products

- Built and scaled an e-commerce platform from zero to sustainable revenue using WordPress and WooCommerce, defining a product roadmap based on customer behaviour analytics, sales data trends, and competitive positioning.
- Prioritised feature development across payment, inventory management, and customer experience enhancements, increasing conversion rates by ~15% through data-driven UX optimisation.
- Implemented A/B testing framework for pricing strategies, product bundling, and checkout flows, using statistical significance to validate changes before full rollout across 500+ SKUs.
- Integrated third-party APIs for payment gateways, shipping carriers, and marketing automation, reducing manual order processing by ~40% and enabling scalable operations.

Digital Projects Coordinator

Jun 2014 – Apr 2018

Padid Kavosh Pars Co. - Industrial equipment and insurance supplier

- Modernised company operations by launching its first digital catalogue and website, cutting proposal turnaround times by ~20% and expanding client reach beyond regional markets.
- Introduced a simple CRM and reporting system that replaced paper-based workflows, giving managers real-time visibility into the sales pipeline and improving data accuracy across teams.
- Facilitated adoption of new digital tools through hands-on training sessions and ongoing IT support.

Digital Support Assistant

Sep 2011 – Dec 2013

SGPNCO. (Part-Time) - Supplier of oil and gas equipment

- Built the company's first website and digital product catalogue, enabling clients to access technical information and generate inquiries online for the first time.
- Streamlined procurement and documentation processes through standardised Excel tools, improving quote accuracy and supplier response time by ~15%.

Education and Professional Certificates

Computer Software Engineering

Jan 2011 – Sep 2014

Associate's Degree | Damghan University

Product Management | LinkedIn Learning | Credential: [Link](#)

Jan 2025

Project Management | Google

Data Analytics | Google

Digital Marketing | Google

Oct 2023 | Professional Certificate
Credential ID: [8738YZP2QKY8](#)

Sep 2023 | Professional Certificate
Credential ID: [GTD4HG7RU5LP](#)

Aug 2022 | Professional Certificate
Credential: [Link](#)

Skills and Tools

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|-----------------------------|------------------------------|---------------------------|
| • Product Management | • Vue.js | • Ubuntu, Plesk, GCP |
| • Roadmapping | • Laravel, PHP | • Asana/Jira |
| • MVP Development | • WordPress, WooCommerce | • Google Analytics |
| • Agile / Scrum | • MySQL, MongoDB, Firebase | • Excel/Google Sheets |
| • Stakeholder Communication | • HTML, CSS, JavaScript | • A/B Testing |
| • User Research | • API Integration | • Data Visualisation |
| • Backlog Prioritisation | • Git, GitHub | • Problem Solving |
| • Bid/Grant Writing | • Data Analytics | • Cross-team coordination |
| • Flutter | • Figma, Photoshop, InDesign | • Communication |

Volunteer

Event Organiser & Speaker

Damghan University

- Organised and led 3 major student events with 200+ participants, delivering keynote talks on Computer and Industrial Engineering and career entry strategies that boosted the engagement.
- Recognised by the Vice President of Cultural Affairs for outstanding contribution.