AMIR TAEE

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Product & Tech Leader | Serial Startup Builder | Marketplace, SaaS, AI, Fintech | Open to NL/BE Opportunities

PROFILE

Entrepreneurial product leader with 10+ years' experience building and scaling digital products in Europe and MENA. Proven track record in SaaS, AI, Fintech, and marketplaces. Led the launch and growth, managed cross-functional teams, raised funds, and delivered successful exits. Passionate about driving digital transformation through data-driven product management.

WORK EXPERIENCE

PRODUCT LEAD – Portmasters / Abu Dhabi, UAE / Part-time – **Jan 2024–Present**
AI-powered SaaS platform for digital shipping & logistics. Internal ERP, secure payments, and blockchain-based container tracking.
- Accepted into Hub71, the UAE's largest accelerator, piloted with 6 enterprise shippers.
- Assembled and orchestrated a distributed team across EU & MENA (10), fostering cross-cultural collaboration.
- Raised $100,000 in seed funding, in process of securing $250,000 convertible note from angel investors.

CO-FOUNDER & PRODUCT LEAD – Toparz / Tehran, Iran – **Jun 2023–May 2025**
Toparz is a cryptocurrency exchange in the Middle East, focusing on decentralized solutions.
- Raised initial fund, set the roadmap and built a cross-functional team to ship the Toparz end-to-end on a lean budget.
- Directed marketing and social media teams, increasing monthly active users to 2,500 and monthly trading volume to $100K.
- Mentored a successor and oversaw a smooth transition of leadership and ownership, achieving a successful exit.

SENIOR PRODUCT MANAGER – Wallex Exchange / Tehran, Iran – **Oct 2021–May 2023**
Wallex is a Cryptocurrency Trading platform with $250M+ monthly trade volume.
- Led 14-person cross-functional team (engineering, data, QA, design).
- Increased trade volume of USDT/IRR and BTC/IRR market by 10% QoQ via optimizing market making bots.
- Redesigned KYC process and implemented closed-loop fraud prevention, reducing operational costs by 10%.

CO-FOUNDER & PRODUCT MANAGER - LotusVispo / Paris, France – **Jun 2020–Oct 2021**
- Accepted into the French Tech program (≈3% acceptance rate).
- Designed, developed, and launched a social trading application, setting product vision & strategy; scaled from 0→1,000 MAU.

PRODUCT MANAGER – Alpha Gaming / Dubai, UAE – **Jan 2019–Jun 2020**
Dubai-based game publisher for MENA, sourcing titles from China and localizing them into Persian (Farsi) and Arabic.
- Achieved 80,000 installs for Motofight game in 4 months without marketing budget.
- Successfully published 3 games.

TECHNICAL TEAM LEAD – Quiz of Kings / Tehran, Iran - **Jun 2017–Jan 2019**
One of MENA's most popular mobile game titles (15M+ installs, 1.8M MAU).
- Led full technology migration (Corona→Unity3D) and rewriting the game in live mode; managed a 6-person dev team.
- Improved crash-free session rate from 78% to 93% (Android-iOS) and reduced loading time by 80%.
- Decreased fraud by 15%, contributing to company revenue growth.

MOBILE DEVELOPER - Quiz of Kings / Tehran, Iran - **Jun 2016–Jun 2017**
- Implemented WebApps for mini-challenges in-game, improving user engagement by 20%.
- Delivered in-game quiz advertising, a new income stream for the company that increased revenue by 15%.

ENTREPRENEURIAL VENTURES & PROJECTS

CO-FOUNDER & PRODUCT LEAD – Steel Assist / Muscat, Oman – **Jul 2024–Present**
Steel industry multi-vertical platform/super-app (E-commerce, news, marketplace, events, jobs).
- Overseeing development of advanced blockchain secure payments and AI-driven features.
- Established early strategic partnerships, including commitment from Oman's largest steel manufacturer.

CO-FOUNDER & PRODUCT LEAD – Felt / Vancouver, Canada – **Jan 2023–Present**
The premier positivity app designed for self-discovery and personal growth.
- Successfully defined and executed strategic roadmaps while effectively assembling and leading high-performing team.
- Felt is launched in July 2023 in the US and Canada and now has more than 10,000 MAU.

CO-FOUNDER & Full-stack Developer - VispoBish / Tehran, Iran - **June 2015–May 2017**
Advanced primary-care system connecting doctors and patients and tracking treatment.
- Raised $50,000 in early-stage funding.
- Generated optimized solution for transferring data over ultrasonic waves.

FREELANCER - Tehran, Iran – **July 2014 – January 2017**
Consult, Plan, Design, Develop and maintain over 30 projects in various industries including:
- **Official Tehran Auto Show 2017 Ticketing platform**, built in 10 days; 60,000 tickets sold and 300,000 users visited on day 1.
- **User Behavior Prediction** system based on Markov Model improving UX (used in a popular classification website).

EDUCATION

M.Sc. in Telecommunication Engineering, Major in Systems, IAU (Science & Research Branch), Tehran – **2012-2016**
Thesis: Performance Improvement of Information Hiding in Voice Coded Channels
Relevant AI Coursework: Pattern Recognition, Neural Network, Speech Processing, Image Processing, Computer Vision
B.Sc. in Electrical Engineering, Major in Telecommunications, IAU, Tehran – **2007-2011**

SKILLS

Product Management:
- End-to-end product lifecycle (discovery → roadmap → delivery → growth),
- Data-driven decision making & KPI ownership (activation, retention, revenue)
- Agile methodologies & backlog prioritization
- Go-to-Market (GTM) strategy & scaling, A/B Testing, Experimentation

Payments & Security:
- KYC/AML, Fraud Prevention
- Cryptoexchanges & blockchain-based products

Tech & Tools:
- **Collaboration:** Jira, Confluence, Figma, GitHub, Postman, Notion, Trello, CI/CD
- **AI/ML production integration:** n8n, LLMs, MCP, multi-agent architecture
- **Product analytics**: GA4, SQL, Metabase, Firebase
- **Software Development:** HTML, CSS, JS, PHP, Python, OOP, Design Patterns

Leadership: Fundraising, Cross-functional team leadership, Stakeholder management, Team building, Prioritization, Strategic partnerships, ecosystem development