

CONTACT

✉ anuraag.peter@yahoo.com

☎ 971 502892305

📍 Dubai, UAE

in <https://www.linkedin.com/in/anuraag-abraham-peter-85a00228/>

EDUCATION

Masters in Business Administration

Cardiff Business School,
Cardiff University, UK.

Bachelors in Business Management

Bharathiar University,
Coimbatore,India

CORE COMPETENCIES

Product Strategy & Roadmapping

Digital Payments

Agile & Scrum Methodologies

User Experience (UX) Optimization

Stakeholder management

Product roadmap

Data-Driven Decision Making

UX/UI design

Cross-Functional Team Leadership

Anuraag Abraham Peter

SENIOR PRODUCT MANAGER

SUMMARY

Accomplished Senior Product Manager with over 9 years of experience in leading product development and management within fintech and prop-tech industries. Proven expertise in steering digital product strategies, enhancing user experience, and driving business results. Recognized for delivering award-winning solutions and managing high-impact projects across multiple markets. Adept at collaborating with cross-functional teams and leveraging data-driven insights to achieve strategic goals.

EXPERIENCE

Senior Product Manager
DAMAC PROPERTIES, UAE

Nov 2020 - Present

- Spearheading the roadmap, vision, development, and implementation of DAMAC Living (mobile & web), resulting in a transformative user experience.
- Leading the UI/UX, process design, collaboration with engineering, implementation of test plans and delivery of product features whilst leading a team of 20 individuals
- Analyzing user feedback and market trends to drive product improvements and feature prioritization, leading to continuous growth in active user base and downloads.

Key Accomplishments:

- Awarded by CXO Insight for the best transformative project under real estate in 2020.
- The DAMAC Living application has collected over 1 million USD in payments in close to 4 years.
- Achieved an average rating of over 4 on iOS and Android in close to 4 years, with an 15% increase in month-on-month active users and 100,000+ application downloads.
- Lead the development and deployment of 70+ features in close to 4 years with a monthly active customer base of around 50,000.

Strategy & Products Manager
UAE EXCHANGE

May 2016 - Oct 2020

- Defined global cross-border payment and remittance strategies, managing initiatives across 22 markets.
- Developed and executed innovation-led products and services, including mobile wallet integrations and API-based payment solutions.
- Responsible for strategizing the development of fintech products and creation of prototypes/engineering documents into patent disclosures. Application of AR/VR, Social Media, Blockchain, Facial Recognition, Crypto, AI and Gifting with cross-border payments, foreign exchange, remittances, wallets and other use cases.

Key Accomplishments:

- Delivered UAE Exchange's innovation portal/ecosystem, fostering ideas across 43 countries and 18,000 employees.

SKILLS

MS Azure

Google Firebase

Sales Force

JIRA

- Implemented mobile wallet integrations like M-Pesa and Yo! Uganda, reducing remittance costs of over 10% across 22 markets.
- Launched Remittance-In-a-Box solution, Corporate business solutions similar to WU, Payment as a Service (PaaS) solutions, expanding fintech market reach.
- Contributed to developing the Intellectual Property Patent strategy, resulting in significant patent filings for 10 applications.

Financial Analyst Capital Markets

Jul 2013 - Mar 2014

STATE STREET SYNTEL PVT LTD

- Provided financial analysis and support for capital markets solutions, working with major clients across the value chain.

Certifications

- **Certified Scrum Product Owner** from Scrum Alliance.
- **SAFe Product Owner/Product Manager 5.0.**
- **Entrepreneurial Edge** from London Business School.