SEFATUL ISLAM

DIGITAL PRODUCT LEADER (CSPO, CSM)

CONTACTS

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ABOUT ME

Product leader with 10+ years of experience building and scaling digital platforms. Blend of product ownership and delivery leadership: shaping roadmaps, prioritising backlogs, and guiding cross-functional teams to outcomes. User-centric, data-informed, and hands-on with complex integrations. Strong stakeholder management across business and tech; comfortable with governance, performance, analytics, and operational excellence in fast-paced, multinational settings.

EDUCATION

POST GRADUATE DIPLOMA IN INFORMATION TECHNOLOGY

Jahangirnagar University, Dhaka
2019

ELEMENTS OF AI

University Of Helsinki
2021

ASP.NET PROGRAMMING CERTIFICATION

BASIS Institute Of Technology & Management (BITM), Dhaka
2018

MASTER OF ARTS

Jagannath University, Dhaka
2015

WEB APPLICATION DEVELOPMENT PHP

PeopleNTech Institute Of Information Technology, Dhaka
2014

BACHELOR OF ARTS

Jagannath University, Dhaka
2014

SKILLS

- Scrum
- Agile Methodologies
- Leadership and Innovation
- Problem-Solving
- Product Development
- Grafana
- Jira
- Monday.com
- Slack
- Sitecore
- Microsoft 365
- Sharepoint

LINKS

LinkedIn
linkedin.com/in/sefatuli

Personal Website
sefat.net

LANGUAGES

- English
- Swedish
- Bengali

PERSONAL DETAILS

Date Of Birth
20 Nov 1992

Nationality
Bangladeshi

WORK EXPERIENCE

DIGITAL PRODUCT MANAGER

Spares Nordic AB, Malmö
MAY - 2024 – PRESENT

- Own product vision, roadmap, and KPIs for the eCommerce platform; translate strategy into value-sliced epics and user stories; run backlog refinement, sprint planning, and reviews with a cross-functional team.
- Partner with Sales, Purchasing, Operations, and Support to prioritise outcomes; balance UX, architecture, and delivery capacity; manage risk, incidents, and changes.
- Drive integrations and data flows across **Extend ERP**, **Ongoing WMS**, shipping/checkout (**Ingrid**), on-site search (**Klevu**), and personalisation (**Hello Retail**).
- Instrument product health and adoption with **Grafana** dashboards and alerts; coordinate work in **Monday.com**; day-to-day comms in **Slack**; collaborate and govern docs/process on **Microsoft 365**.
- **Tech stack: Go (Golang)** microservices, **Vue.js** front-end; REST/JSON APIs; Grafana; Monday.com; Slack; Microsoft 365; Extend ERP; Ongoing WMS; Ingrid; Klevu; Hello Retail.

TECHNICAL PROJECT MANAGER

RESTOREIT AB, Malmö
JAN - 2019 – DEC - 2023

- Spearheaded the comprehensive development of B2B and B2C businesses for Restoreit.se and Soldfy.se, achieving a remarkable turnover of 160 million SEK and ensuring an outstanding 90% customer satisfaction.
- Orchestrated cross-functional teams, including development, design, and marketing, ensuring the precise execution of project deliverables within budgetary constraints.
- Regularly conducted stakeholder meetings to gather strategic feedback, articulate the product vision, and align project activities with overarching business goals.
- Championed collaboration with UX/UI teams, fostering a seamless and intuitive user experience in product development.
- Executed exemplary project management by maintaining a track record of success, surpassing financial targets, and consistently optimizing resource allocation for superior project outcomes.

WEB TEAM LEAD

ADN Telecom (Public) Limited, Dhaka
JAN - 2018 – DEC - 2019

- Provided leadership to a dynamic web development team, guiding the creation of visually appealing and user-friendly eCommerce websites in collaboration with stakeholders.
- Oversaw seamless platform integration, specializing in e-commerce platforms such as Magento, Shopify, WooCommerce, WordPress, and Laravel, customizing them to meet specific business needs.
- Directed backend development, implementing server-side functionality primarily in PHP.
- Optimized database structures for efficient data management and ensured smooth online transactions.
- Assumed team and project management responsibilities, including effective collaboration, milestone setting, and timeline management to deliver high-quality products consistently within specified deadlines.
- Mentored team members, fostered an innovative culture, and conducted regular performance evaluations to enhance overall team efficiency.
- Focused on resource optimization and project scalability, contributing significantly to the success of various eCommerce projects at ADN Telecom Ltd.

WEB DEVELOPER

SuperbNexus Limited, Dhaka
JAN - 2013 – DEC - 2018

- Collaborated with the Web Team to develop and maintain engaging e-commerce websites, focusing on seamless functionality and an excellent user experience.
- Played a crucial role in integrating e-commerce platforms, payment gateways, and databases for efficient online transactions and data management.
- Worked under the supervision of the Web Team Lead, actively participating in web projects and contributing to ongoing maintenance, bug fixing, and technical support for uninterrupted e-commerce operations.

COURSES

CERTIFIED SCRUM PRODUCT OWNER®

Scrum Alliance, Inc.
DEC - 2023 – DEC - 2025

CERTIFIED SCRUM MASTER®

Scrum Alliance, Inc.
DEC - 2023 – DEC - 2025

ADVANCED GOOGLE ANALYTICS

Google
JAN - 2021 – DEC - 2021

ELEMENTS OF AI

University Of Helsinki
JAN - 2021 – DEC - 2021

GOOGLE ANALYTICS FOR BUSINESS

Google
JAN - 2021 – DEC - 2021

ASP.NET PROGRAMMING CERTIFICATION

BASIS Institute Of Technology & Management (BITM)
JAN - 2018 – DEC - 2018

GOOGLE CERTIFIED MOBILE SITE DEVELOPER

Google
JAN - 2018 – DEC - 2018

LARAVEL CERTIFIED DEVELOPER

Talha Training
JAN - 2015 – DEC - 2015

WEB APPLICATION DEVELOPMENT PHP

PeopleNTech Institute Of Information Technology
JAN - 2014 – DEC - 2014

REFERENCE

References available upon request