

Sam Rostami

AI Product Manager

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Professional Summary

Product Professional with 8+ years of experience in delivering high-impact digital products within agile, resource-constrained environments. Proven track record in leading Innovate UK-funded AI platforms from conceptual research to market-ready MVPs. Expert in bridging the gap between complex technical architectures (AI/ML) and business value.

Work Experience

Product & Technology Lead

Jul 2023 – May 2026

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

- Led end-to-end product lifecycle for two Innovate UK-funded platforms: RaiDOT (AI governance & compliance SaaS) and AlquaBoost (AI-powered aquaculture Android app), delivering both MVPs within grant milestones.
- Managed a distributed team of 5–7 across the UK and South East Asia with no formal management layer, coordinating delivery, resolving blockers, and maintaining momentum across time zones.
- Defined product roadmaps, user stories, and acceptance criteria; used MoSCoW prioritisation to balance stakeholder requests against technical capacity and 12-month grant constraints.
- Translated research concepts into scoped, deliverable product features – bridging the gap between academic thinking and practical implementation.

Co-Founder & Product Lead

Apr 2018 – Jun 2023

Manolight (E-Commerce Gift Shop)

- Built and scaled an e-commerce business from zero using WordPress/WooCommerce, defining product roadmap, managing development, and coordinating a team of 6–7 across ops, marketing, and support.
- Ran A/B tests on pricing, product bundles, and checkout flows; improved conversion rate by ~15% and repeat purchase rate by ~25%.
- Automated ~40% of order processing and ~80% of customer communications through API integrations and workflow tools.
- Grew to 61,000+ Instagram followers and 10,000+ monthly site visitors through data-driven content and SEO strategy.

Digital & Operations Coordinator

Oct 2014 - Apr 2018

Padid Kavosh Pars Co. - Industrial equipment and insurance supplier

- Launched the company's first digital catalogue and website; reduced proposal turnaround time by ~20% and expanded client reach beyond the regional market.
- Introduced basic CRM tracking, replacing paper-based workflows and giving management real-time pipeline visibility.
- Facilitated adoption of new digital tools through hands-on training sessions and ongoing IT support.

Education and Certifications

Computer Software Engineering

Jan 2011 - Sep 2014

Associate's Degree | Damghan University

Project Management Google Professional Certificate Coursera (ID: 8738YZP2QKY8)	2023
Data Analytics Google Professional Certificate Coursera (ID: GTD4HG7RU5LP)	2023
Digital Marketing Google Digital Garage Credential: Link	2022
Product Management LinkedIn Learning Credential: Link	2025

Skills and Tools

Product & Delivery: Product Management · Roadmapping · MVP Development · Agile / Scrum · Stakeholder Communication · User Research · Backlog Prioritisation · Grant Writing

Technical: Flutter · Vue.js · Laravel · WordPress · MySQL · MongoDB · HTML · CSS · JavaScript · API Integration · Cloud Deployment · Git · Docker · Containerisation · Ollama · . . .

Data & AI: MySQL, MongoDB, **Prompt Engineering**, Knowledge of LLM Integration (Ollama/FastAPI).

Infrastructure: Docker, Git, Cloud Deployment (Ubuntu/IONOS), Nginx.

Tools & Analytics: Figma · Notion · Asana · Jira · Google Analytics · Excel · Google Sheets

Additional

Languages: English (Professional) · Persian (Native)

Volunteer:

· Event organiser & speaker, Damghan University (3 events, 200+ attendees, recognised by VP Cultural Affairs)

Right to work: UK-based · valid right to work · open to remote or hybrid

Full Name: Hesam Rostamali

Reference: Available on request