



Joseph Boston

Product Leader and Advisor

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Summary

A Product, Technology and people person who catalyzes success for product-led software companies.

I have experience in building bottom-up cross-functional organizations as well as managing and growing product-led orgs. In addition, I have a mobile engineering background that allows me to understand the products I am responsible for. My combination of skills makes me an asset to any team, and I am confident in my ability to drive results.

Work experience

Product Director

2021-09 - present

Eat App, Dubai, AE

United Arab Emirates

B2B Web and Mobile Apps - For restaurant front of house

B2C Web and Mobile Apps - For diners to book

eat app is a rich restaurant management suite for handling the full lifecycle of guest management - all the way from reservation management to table management up until the diner comes back again.

My primary focus has been on helping to transform the organization into a product-led company. To do this, I've implemented strategic direction improvements, improved our way of working, and introduced new cadences to help with mindset and cross-departmental outcome-driven focal key results. We have continued to grow since I have joined.

Product Advisor

2020-11 - present

Clarity Tea & Living, Dubai, AE

United Arab Emirates

Clarity Tea & living helps bring a high quality delightful tea drinking experience to the MENA region.

I advise their founder on product choices and guidance on PMF as well as online presence.

Growth & Community Product Lead

2021-01 - 2021-08

Ramen VR

Ramen VR is a YC startup with a love for MMORPGs and virtual reality. It's a grit-infused work environment with passionate people striving to lead the way in what a VR MMORPG should look like.

In my time at Ramen VR I was owning:

- Defining the Growth Hacking strategy, tooling and products;
- Creating a viral engine to get the word out which is still catalyzing the growth

of their community today. Within a year the community has grown 6x the rate and is already on track to be the biggest VR community in the gaming world.

- Creating Content and Marketing;
- Handling Customer Success and Customer Support
- Handling Partnership Management and onboarding of VR content creators.

The Zenith game community grew at a rate 4x while I was working with them.

The game is now set to be in the top 5 biggest VR titles to come. Very excited to see the Zenith game evolve.

Interaction in the community scaled healthily with its size.

Product Advisor

2021-03 - 2021-06

talabat

I created a strategic overview that detailed how we could improve the customer experience and communicated this with the post-order experience team.

Product Lead - After-order experience, Customer Care and Order tracking

2019-09 - 2021-03

talabat, Dubai, AE

United Arab Emirates

Biggest achievements:

- Helped double talabat user AO NPS
- Halved contact rate
- Transformed focus on order tracking, help and automation from the bottom up.
- Helped form a new department, grow and empower the team.
- Facilitated an environment where the squad(s)/people I am working with can focus and bring high impact.

Sr. Product Manager

2019-09 - 2021-03

Delivery Hero, Dubai, AE

United Arab Emirates

Re-imagining our consumer app experience

- Reducing contact rate
- Increasing NPS
- Increasing order frequency

Responsibilities

- Strategy and vision
- Squad alignment, focus and empowerment
- Product prioritization and requirements
- Coaching others
- Stakeholder management
- Timeline alignments
- Coordinating across departments

App Consultancy - Mobile & B2C Product

2018-07 - 2019-10

Self-Employed, Berlin, DE

Area, Germany

Helping app based businesses with:

- Product strategy + ops
- Product management
- Growth and retention advise and management
- App development

Product Manager - User engagement & communications

2017-10 - 2018-09

OLX Group, Berlin, DE

Area, Germany

Unifying user engagement & communications for OLX Group brands across the globe through the strategizing and creation of global services.

Enabled customer messaging, analysis and optimization across 30+ markets.

Responsibilities included:

- Product vision
- Prioritization of tasks and goal setting.
- Specification of Product features and stories.
- Managing stakeholders.
- People management.

Mobile Lead & Product Manager - Customer Lifecycle Management

2016-03 - 2017-10

OLX Group, Dubai, AE

United Arab Emirates

Leading a cross functional team in both Customer lifecycle management internal tool development and development of mobile products to be applied across the Naspers classifieds app portfolio.

Enabled rich messaging and message optimization across most of our classifieds markets.

Role consists of:

- Product ownership, prioritization and specification.
- Project management and scoping
- Leadership through direction and empowerment.
- Product strategy and mobile technologies.
- People management

Managing Director

2017-01 - 2018-09

JA Boston LTD, London, UK

United Kingdom

Consultancy

Strategy to execution.

End to end VR, Mobile games and apps.

Head Of Mobile Product

2014-05 - 2016-02

dubizzle, Dubai, AE

At my time at dubizzle I:

- Hired a mobile chapter
- Incubated a mobile first mindset
- Helped reorganize the company in to a squad based structure.
- Defined the mobile roadmap

Role consists of:

- product ownership
- technical and non-technical leadership.
- product strategy and mobile technologies.
- people management

Mobile Product & Tech Lead

2012-03 - 2013-09

VeriBadge, London, UK

United Kingdom

Defining the product roadmap and building the product vision for VeriBadge

- Native Mobile App Development,
- Mobile Product Vision and Design
- UX, UI and Graphics Design.

Managing Director

2009-11 - 2013-05

jaboston.com

- Native Android and iOS App development.
- Utility Apps
- Games

Technical Specialist

2009-11 - 2012-02

Tesco, London, UK

United Kingdom

Technical Support for customers for all electrical appliances, Laptops, PC's, Televisions, Audio, Video pretty much anything electrical for consumers.

bicshare.com - eBooks and Jewellery

2006-06 - 2008-06

bicshare, London, UK

London, England, United Kingdom

e-commerce; jewellery & ebooks

Education

Product Strategy

2021 - 2022

Reforge

A course designed to help you build, communicate, and execute a cohesive product strategy across feature, growth, scaling, and innovation product work -- Taught by world class product led org leaders with Q&A sessions throughout.

Goldsmiths College, U. of London

2009 - 2012

Goldsmiths, University of London

Goldsmiths College, U. of London
Creative Computing, Computing

Skills

Product Leadership



Ability to build out product teams

Product Discovery



Ability to apply and fostered continuous product discovery

Product Strategy



Ability to build out Product Strategy to lead companies to success

Product org restructuring




Ability to re-organize orgs in to Product led organizations

Mobile Engineering



Ability to read and write native mobile code.

Full stack engineering
comprehension

 Ability to converse and understand the what and why of backend and frontend engineering concepts

Languages

English



Qualifications

Goldsmiths University of London

London, New Cross.

BSc Creative Computing

Zenos Academy London

Latimer Road

London

- Microsoft Certified Desktop Support Technician (MCDST).
- Microsoft Certified Professional (MCP).
- compTIA A+ Essentials – Maintenance, Preventative Maintenance, Terminology, Networking.
- Level 3 NVQ in IT Professionals and Practitioners – City and Guilds
- Level 3 Advanced Diploma for IT Professionals – City and Guilds
- Advanced Apprenticeship in IT Services & Development – E-skills UK

CTK Sixth Form College

London Lewisham

AS and A-Level Qualifications – Business Studies AS, Graphics Design A2, Product Design A2.