

Fouad Amiri

Head of Product Management and AI Solutions

Utrecht, Netherlands | Dutch citizen

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Product and AI leader with 20 years building businesses, leading digital portfolios and scaling product organisations. Head of Product Management and AI Solutions at WPP. Combines portfolio strategy, commercial judgement and technical depth to align technology investment with business outcomes. Led product portfolios supporting €150M+ in annual revenue across Ewalk, G-Star RAW and Keesing Media Group.

SELECTED SCOPE AND OUTCOMES

€150M+

annual revenue supported by portfolios

Ewalk / G-Star RAW / Keesing

5M+

users across three products

Ewalk Entertainments

30%

revenue & conversion uplift

G-Star RAW

EXPERIENCE

Nov 2024 - present

WPP

Head of Product Management and AI Solutions

Owns product strategy, portfolio priorities and lifecycle decisions across commerce, data and AI. Leads product managers, product owners and business analysts, setting capability standards, staffing and coaching. Built the AI Solutions practice from readiness and opportunity selection through workflow redesign, governance, adoption and scale.

Aligns business cases, investment decisions and delivery capacity with product outcomes. Directs solution design across AI-assisted discovery, hybrid search and enterprise content integration.

Oct 2023 - Oct 2024

Keesing Media Group

Head of Digital Products

Owned the digital product portfolio and team across gaming, e-commerce, subscriptions and CRM, with accountability for market expansion and digital revenue. Modernised the stack across Azure, Adobe Commerce, Salesforce and PIM.

Results: **25% retention & conversion rate improvement; +20% YoY revenue growth.**

Nov 2020 - Sep 2023

G-Star RAW

Digital Product Lead

Led the global commerce and customer-data roadmap and a group of product owners and business analysts across SAP Commerce, CDP, marketing technology, analytics, identity and search. Aligned product and engineering decisions to improve customer experience through behavioural data, experimentation and personalisation.

Results: **30% conversion uplift** and **30% digital revenue growth.**

EXPERIENCE / CONTINUED

Jan 2016 - Dec 2018

In-Game Group

Head of Product Growth MENA

Led regional growth and monetisation for a portfolio of live online games, directing a ten-person engineering, design and marketing team. Used product improvements, activation campaigns and portfolio strategy to grow engagement and revenue per active user.

Results: monthly active users **+80%**; revenue per active user **+130%**.

Jan 2012 - Dec 2016

Ewalk Entertainments

Co-founder, Head of Product & Engineering

Co-founded the company and led product strategy, engineering and delivery across three products that scaled to more than five million users. Improved monetisation and retention while making launches faster and more cost-efficient.

Results: revenue per active user **+64%**; retention **+70%**; time to market **-30%**; launch cost **-38%**.

Jan 2008 - Dec 2012

Parspake Digital Solutions

Senior Product Owner & Technical Lead

Led interactive product delivery for international brands across advergames, browser games and e-commerce, connecting commercial goals, creative concepts and engineering.

Jan 2006 - Dec 2008

UVECO

Full-stack Web Developer

Designed and built e-commerce systems and web applications in PHP, JavaScript and MySQL, establishing the engineering foundation for later product and architecture leadership.

EDUCATION AND RESEARCH

MSc Business Informatics / Data Science - Utrecht University, 2018-2020, cum laude. Thesis on IT sourcing strategies in large-scale agile organisations.

BSc Information Technology - Azad University (IAU), 2006-2010.

Peer-reviewed publication: Amiri, Overbeek, Wagenaar & Stettina (2021), "Reconciling agile frameworks with IT sourcing through an IT sourcing dimensions map and structured decision-making", Information Systems and e-Business Management. DOI: 10.1007/s10257-021-00534-3.

LANGUAGES

English: Fluent | **Persian:** Fluent | **Dutch:** B1 | **German:** B1
