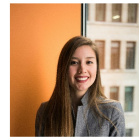


# Nadia Khoury

Product Manager



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Product manager with nine years of experience shipping B2B and B2C products across fintech, e-commerce, and SaaS. Currently leading a product squad at a payments company, responsible for a checkout product processing £6.4 billion annually. I focus on talking to users more than building slide decks.

## Experience

Sep 2021 – Present

**Senior Product Manager**, Adyen, London

Own the hosted checkout product used by enterprise merchants across the UK and Europe.

- Grew checkout conversion rate from **71% to 79%** over 18 months through iterative UX improvements and smart payment method ordering
- Launched Apple Pay and Google Pay integration that now accounts for **23% of all mobile transactions**
- Led a squad of 6 engineers and 1 designer – shipped 14 features in 2024 with a **92% on-time delivery rate**
- Ran 28 user interviews and 6 usability studies to inform the checkout redesign – reduced drop-off at the payment step by **34%**

Jun 2018 – Aug 2021

**Product Manager**, Deliveroo, London

Managed the restaurant partner tools – the dashboards and apps used by 14,000 UK restaurant partners.

- Launched a menu management tool that reduced the average time to update a menu from **45 minutes to 8 minutes**
- Built the partner analytics dashboard showing order trends, prep times, and customer ratings – adopted by **89% of active partners** within 3 months
- Defined and tracked **12 partner success metrics** that became the standard reporting framework across the partnerships team

Mar 2016 – May 2018

**Associate Product Manager**, Trainline, London

Worked on the mobile app booking flow for the UK's largest independent rail ticketing platform.

- Redesigned the seat selection flow – reduced time-to-book by **22 seconds** and increased mobile bookings by 11%
- Launched saved journey favourites – used by **680,000 users** in the first year
- Managed a backlog of 40+ features, running bi-weekly sprint planning with a team of 4 engineers

## Education

Sep 2014 – Sep 2015

**MSc in Management**, Imperial College London, London

Distinction. Specialised in technology strategy and operations. Master's project on *pricing strategies for subscription-based SaaS products*.

Sep 2011 – Jun 2014

**BA (Hons) in Economics**, University of Warwick, Coventry

First Class Honours.

## Skills

Product Strategy & Roadmapping, User Research & Interviews, A/B Testing & Experimentation, SQL (BigQuery, Redshift), Jira & Linear, Figma (wireframing), Amplitude & Mixpanel, Stakeholder Management, OKR Setting & Tracking, Agile & Scrum

## Certifications

Mar 2019

**Certified Scrum Product Owner (CSPO)**, Scrum Alliance

Jun 2022

**Reforge Growth Series**, Reforge

## Languages

English (native), Arabic (conversational)

## Projects

Mar 2022 – Sep 2023

### Checkout Conversion Optimisation – Adyen

Led a year-long initiative to improve conversion rates on the hosted checkout.

- Ran **19 A/B tests** across payment method ordering, form design, and error handling
- Conversion rate went from **71% to 79%** – estimated £48 million in additional GMV for merchants
- Coordinated across 3 engineering teams and the design team across London and Amsterdam offices

Jan 2019 – Jun 2020

### Restaurant Partner Dashboard – Deliveroo

Defined, designed, and shipped the first analytics dashboard for restaurant partners.

- Conducted **34 partner interviews** across London, Manchester, and Birmingham to understand reporting needs
- Dashboard adopted by **89% of active partners** – partner NPS increased from 31 to 47 in the quarter after launch
- Reduced inbound data requests to the partnerships team by **55%**

## References

**David Reyes**, Director of Product, Adyen, david.reyes@adyen.com, +44 7700 900 778

**Hannah Bright**, VP of Product, Deliveroo, hannah.bright@deliveroo.co.uk, +44 7700 900 892

## Extra Curricular Activity

Jan 2022

### Mentor – Product School London

Mentor aspiring product managers through the Product School's mentorship programme. Currently working with 2 mentees transitioning from engineering into product roles.

Oct 2023 – Oct 2023

### Speaker – Mind the Product Conference

Gave a talk titled 'Stop Surveying, Start Watching' on using session recordings and usability testing over NPS surveys. Audience of roughly 200 people.