

SAMI ABUZARIFA

Senior Product Manager • AI & B2B SaaS • 0-to-1 Builder

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PROFESSIONAL SUMMARY

Founder turned product leader with 10+ years taking B2B SaaS from zero to revenue, the last three in AI, usually as the first product hire. At Klu I reached product-market fit in under six months: 4,000+ users in 30+ countries, 85% retention, and free-to-paid conversion up from 12% to 28%. The ventures I built or helped build (Klu, LuxTag, Xhai Studios) have generated over \$50M in revenue, passed 10 million downloads, and raised more than \$5M. I build AI hands-on (LLM APIs, RAG, evals), run my own analytics in SQL, and have shipped 0-to-1 products for enterprise and government clients in Southeast Asia and the Nordics.

EXPERIENCE

Head of Product & Co-Founder | Klu.so

Dec 2022 to Apr 2026 • Helsinki

AI meeting intelligence platform: transcription, CRM sync, relationship intelligence, workflow automation.

- Took the product from idea to PMF in under 6 months, validating with 50+ enterprise buyers using JTBD; grew to 4,000+ users in 30+ countries with 85% retention
- Lifted free-to-paid conversion from 12% to 28% by tightening free-tier limits, redesigning packaging, and adding well-timed pre-meeting upgrade nudges; revenue predictability rose 45%
- Cut time-to-value from 14 days to 3 by moving the first AI summary to day one and rebuilding onboarding around JTBD insights
- Won Arctic15 2023 (1st of 180+ startups, €200K prize) and raised €1.5M+ over two rounds from VCs and angel investors; led a 12-person team, cutting delivery time 60% with RICE

Senior Product Manager | Tira.so

Jan 2021 to Aug 2022 • Helsinki

B2B productivity SaaS for async team collaboration, built and taken to market from zero.

- Owned discovery, roadmap, positioning, and GTM from day zero, running 40+ customer interviews to shape the initial product and pricing
- Converted 300+ waitlist subscribers to paying customers within 90 days, a 22% waitlist-to-paid conversion rate
- Cut CAC 40% and lifted landing-page conversion 25% through paid-channel testing and iterative CRO
- Raised €70K pre-seed on early PMF signals and community-led traction

Head of Product Marketing | LuxTag

Oct 2017 to May 2020 • Kuala Lumpur

Blockchain product-authentication platform for enterprise and government clients, including Malaysia's Ministry of Education.

- Led 0-to-1 discovery, scoping, and launch of 3 enterprise products (Papyrus, DocuTag, BrandTag), plus custom deployments for government and Fortune 500 clients
- Owned the commercial side as well as the product: scoped deals with enterprise, SME, and government buyers, wrote the proposals, and ran the negotiations
- Scaled to 2,000+ active users in 6 months with 78% 90-day retention; grew organic traffic 150% and lifted B2B conversion 23% through onboarding experiments
- Launched a self-serve onboarding portal, cutting enterprise onboarding from 6 weeks to 11 days and sales cycles by 32%; generated \$4M+ in enterprise pipeline through ABM aimed at Fortune 500 manufacturers

Founder & Chief Product Strategist | Xhai Studios (acquired 2019)

Aug 2015 to Sep 2019 • Malaysia

- Grew a product agency to \$850K+ ARR in year one across 90+ web and mobile projects for enterprises, SMEs, and government agencies; those projects have since passed 10 million downloads
- Acted as founding PM on every engagement and owned the sales side, from scoping and proposals to final negotiations; cut scope creep 35% and raised on-time delivery from 61% to 92%

Product Marketing Specialist | Ebizu (now Krypto POS)

Jun 2013 to Dec 2014 • Malaysia

- Drove 500+ vendor acquisitions with data-driven B2B campaigns; fed daily user insights into roadmap prioritization with the founding team

CORE SKILLS

Product: 0-to-1 strategy • JTBD • RICE prioritization • Dual-Track Agile • OKRs • A/B testing • user research • GTM

AI & Technical: OpenAI, Anthropic Claude, Gemini • LLM orchestration • RAG • evals • prompt engineering • REST APIs • OAuth 2.0

Data & Analytics: SQL • Mixpanel • Amplitude • PostHog • GA4 • Segment

Stack & Tools: TypeScript • React • Next.js • Python • Supabase • AWS and GCP • Jira • Linear • Figma • Stripe

EDUCATION & LANGUAGES

MBA, Communication & Public Relations, Limkokwing University, Malaysia

BA, Marketing & International Business, Middlesex University, London

Finnish citizen • English (native) • Arabic (native) • Swedish (working proficiency)