

Sharif Hadidi

VP of Product - Platform & Acquisition

Japan
+1 (248) 202-9645
me@sharifhadidi.com
linkedin.com/in/sharifhadidi

SUMMARY

Product leader and Product Manager with experience building enterprise systems, enterprise integration products, internal platforms, and integration-heavy solutions across travel, financial services, gaming, consumer products, and enterprise software. I have led products spanning centralized data workflows, API-driven integrations, workflow automation, internal tooling, experimentation platforms, and machine learning-enabled services. My background combines product management, engineering fluency, technical development, product testing, enterprise rollout, and end-user training, with a track record of improving speed, efficiency, and platform adoption across complex organizations.

\$45M+ annual savings	50M+ customers supported	90% ops efficiency gain	9 mo → 2–3 wks launch cycle reduction
---------------------------------	------------------------------------	-----------------------------------	---

PROFESSIONAL EXPERIENCE

KabuK Style Inc. — Tokyo, JP

VP of Product - Platform & Acquisition | Oct 2024 – Present

- Lead product strategy, roadmap, requirements gathering, and execution for platform and acquisition initiatives across KabuK Style's travel technology ecosystem.
- Defined the vision for a centralized platform architecture supporting internal operations, enterprise integration, external integrations, and future B2B and B2B2B distribution.
- Led planning for API-driven integrations with suppliers and partners, including data normalization, service boundaries, data consistency, and source-of-truth decisions across fragmented systems.
- Conduct buy vs. build analysis across travel technology capabilities and third-party providers, balancing speed, cost, control, and long-term flexibility.
- Partner across engineering, finance, operations, supply, commercial, analytics, and executive teams to align platform investment with business goals and enable better reporting and decision-making.
- Reduced product team costs by approximately ¥14.2M while maintaining delivery of critical strategic initiatives.

KabuK Style Inc. — Tokyo, JP

Head of Platform / Product Lead | Feb 2024 – Sep 2024

- Established the platform product direction and operating model for a centralized travel technology ecosystem spanning pricing, inventory, content, bookings, supplier management, and internal tools.
- Worked across multiple disciplines within the business, bridging product, engineering, procurement, finance, supply, and go-to-market functions.

Caesars Entertainment — Jersey City, NJ

Senior Product Manager / Platform & Data Products | May 2021 – Feb 2023

- Led development of an in-house CRM and enterprise platform from 0 to 1, replacing a licensed legacy product across compliance, regulations, finance, and identity management.
- Delivered the platform from concept through technical development, product testing, launch, rollout, and stakeholder training.
- Supported a CRM platform serving more than 15M users across the United States and Canada.
- Improved CRM operational efficiency by more than 60% through replacement of the legacy platform with an in-house product.

- Worked with the Data Engineering team to build machine learning-driven products including simulation, prediction, and pricing models.
- Improved Data team efficiency by approximately 40% and contributed to annual savings of more than \$40M through in-house product development and reduced third-party dependency.

American Express — New York, NY

Product Manager / Platform Product Lead | Aug 2018 – May 2021

- Led development and global rollout of an internal platform designed to unify fragmented product and engineering workflows across the company.
- Drove adoption across 5 organizations and 12 teams, aligning stakeholders around a shared platform and delivery model.
- Reduced launch timelines from approximately 9 months to 2–3 weeks through reusable platform capabilities, standardized delivery processes, and improved workflow automation.
- Improved operational efficiency for operations teams by approximately 90%.
- Supported products and platform capabilities serving more than 50M customers worldwide across consumer, small business, and corporate business units.
- Helped build and launch an in-house A/B and multivariate testing platform that replaced a third-party solution and saved approximately \$5M annually.

eGain Corp — Sunnyvale, CA

Software Engineer | Prior to 2018

- Worked in customer delivery building product features and customizations for enterprise customers.
- Built a JavaScript web application widget that enabled easier customer customization and implementation.

The Clorox Company — Oakland, CA

Software Engineer, Prototypes | Prior to 2018

- Built prototype iOS products across multiple product lines to explore new digital experiences and customer use cases.
- Developed a recipe application prototype that guided users step-by-step and accepted voice commands during cooking.

SKILLS & EDUCATION

SKILLS	EDUCATION
Product Management • Product Strategy • Platform Product Management • Enterprise Systems • Enterprise Integration • Data Integration • API Design and Integration Patterns • Workflow Automation • Buy vs. Build Analysis • Vendor Evaluation • Cross-Functional Leadership • Stakeholder Management	New York University — Master of Arts, 2018 Cross-disciplinary coursework across computer science, business, design, and AI tools. Oakland University — Bachelor of Arts in Political Science, 2011 Focus in International Relations.