

Mai Khater

Senior Product Owner – AI Platforms Product Owner Team Manager

Dublin, Ireland | [LinkedIn](#)

Product leader with 15 years across telco, fintech, and payments, focused on legacy modernisation, grounded AI products, and leading teams. At Vodafone moved a virtual assistant from cost deflection to a real customer experience driver.

EXPERIENCE

Senior Product Owner – AI Platforms Product Owner Team Manager

Aug 2025 — Mar 2026

Vodafone

Dublin, County Dublin, Ireland

Lead and mentor a team of 4 AI Product Owners, setting priorities and aligning with Vodafone's digital and customer experience strategy. Own the strategic roadmap for conversational AI products, looking for gains in automation, customer experience, and operational efficiency. Partner with senior stakeholders across technology, operations, customer care, and digital to align initiatives with business objectives.

Senior Product Owner

Feb 2024 — Jul 2025

Vodafone

Ireland

Owned vision, strategy, and roadmap for Vodafone's AI-powered digital assistant (TOBi). Raised digital query resolution rate by 10% and Net Promoter Score by 25% within 9 months through user testing, KPI tracking, and performance tuning. Led a cross-functional team of AI specialists, engineers, and designers, and interviewed and onboarded 10+ team members during a contractor transition. Integrated large language models for contextual understanding and championed inclusive design and accessibility.

Senior Technical Product Manager

Feb 2022 — Jan 2024

TechMahindra (outsourced to Mastercard)

Ireland

Managed product development for payments technology enablers supporting Mastercard's digital services, prioritising features against business goals and regulatory requirements. Led a Scrum team delivering high-availability, scalable product enablers, and oversaw a Kanban team for incident triage and remediation that took the backlog from 50+ fixes to zero. Decomposed epics into features and stories, ran backlog refinement and PI planning in Jira and Confluence, and reported on metrics to senior leadership.

Product Owner/Business Analyst

Sep 2019 — Feb 2022

Fiserv

Dublin, Leinster, Ireland

Analysed and defined requirements for exposing existing services via APIs, writing API specifications in YAML and documentation on Stoplight. Defined integration requirements against Visa, Mastercard, and other payment scheme specifications, ensuring regulatory and security compliance. Led requirements for a unified customer portal by reverse engineering legacy systems, and trained teams in user story writing and continuous discovery.

Technical Business Analyst

Jun 2018 — Jul 2019

Codec Ireland

Ireland

Defined and standardised business analysis processes and templates for Waterfall, Agile, and Hybrid methodologies across government and private sector projects. Facilitated requirement elicitation workshops and conducted enterprise analysis to define problem statements. Supported testing, user acceptance, and go-live activities.

Senior Business Analyst

Jun 2016 — Feb 2017

NTG Clarity

Outsourced to Etisalat Masr as a Senior Solution Architecture.

Senior business analyst

Jul 2012 — Jun 2016

TE-Data

Egypt

Projects that I participate in:

1. ECRM: I was the lead business analyst in the implementation of Microsoft dynamics CRM for company's enterprise business.

2. RFP preparation for TE group CRM.

Main Coaching Responsibilities:

1. Prepare development plan for the team.

2. Managing business analysis task assignment and follow up for the team.

Siebel CRM Support Specialist

Aug 2009 — Aug 2012

TE Data

cairo

Main Responsibilities:

Conducting requirement elicitation interviews with project's stakeholders.

Analyzing business requirements and accordingly constructing the appropriate document I.e. BRD, SRS...ETC.

Ensure a smooth delivery for the constructed documents by using illustrative tools I.e. PPT, Screen mockups...ETC.

Working with the testing team to insure that the system satisfies all the business requirements.

Providing the business with temporary solutions on how they will manage certain tasks that was marked as next drop implementation requirements.

Introducing the migration logic of legacy systems to the business in a comprehended way, if any exist.
Working with marketing department in introducing new products/offers in new and existing system.
Projects that I participate in:
Campaign Management System-CMS-:
CMS combines both the roles of a campaign management system and a simple call center system.
Distributor portal:
Distributor portal is a partner portal that is being used to sell/manage the companies services.
On line payment:
On line payment is used to allow the company's customers to renew their services online.
Fawry:
Fawry is used to allow the company's customers to renew their services from any of Fawry's channels.
Implementing new products:
Implementing new products on the billing, provisioning, rating and case management systems.

Senior Business Analyst

Aug 2009 — Feb 2017

TE-Data & Etisalat Masr

Egypt

Gathered and re-engineered telecom business requirements through focus groups and stakeholder sessions. Documented functional and non-functional specifications, estimated effort with development and testing teams, and defined solution scope for technology projects.

EDUCATION

IIBA

Jan 2014 — Jan 2014

CBAP in business analysis

Zagazig University

Jan 2001 — Jun 2006

Bachelor of Science in Engineering faculty, Electric Department, Computer and Control section

Activities and societies: I was member of Resala (Charity organization in Egypt) since 2002, was responsible of Resala blood donation bank, Resala's advertisement and public affairs

IT corp

ITIL foundation

Scrum.Org

Mar 2021

PSPO / Professional Scrum Product Owner

PROJECTS

TEData CRM implmentaion

This was one of the major IT projects due its sensitivity and the load of integration activities with many legacy subsystems.

CERTIFICATIONS

Professional Scrum Product Owner™ I (PSPO I), Scrum.org

Oct 2021

CBAP, IIBA

Nov 2014

That is the Solution they asked for!,

SKILLS

Agentic AI Development · Retrieval-Augmented Generation (RAG) · Vendor Management · Customer Experience · Generative AI · Chatbots · Product Strategy · Artificial Intelligence (AI) · Product Management · FinTech · Team Leadership · Business Analysis · Team Management · Call Center · Telecommunications · CRM · Project Planning · Business Process · Call Centers · ITIL · Training · Integration · Management · Analysis · Testing · SQL · Databases · Requirements Gathering · Requirements Analysis · Business Requirements · Customer Service · Teamwork · Time Management · Customer Relationship Management (CRM) · Analytical Skills · Product strategy and roadmap ownership · Conversational AI (LLM) · Digital assistant lifecycle management · Payments & FinTech domain expertise · Scheme integrations · APIs · Cross-functional team leadership & mentoring · Agile methodologies (Scrum, Kanban, SAFe) · User research · Continuous discovery · Data-driven decision making · Incident management & operational excellence