

# MUF TAYEBALY

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## EDUCATION

Master's – Data Science

**COLUMBIA UNIVERSITY**

2017 – 2020

Magna Cum Laude

Bachelor's – Finance & Math

**RUTGERS BUSINESS SCHOOL**

2007 – 2011

Magna Cum Laude

## SKILLS

### BUSINESS

Product Management	Product 0 to 1
Program Management	Roadmap
Data Science / AI / ML	UI / UX Design
Go-to-Market Strategy	A/B Testing
Experimentation	Marketing
Agile Methodologies	Leadership

### PROGRAMMING

Python, JavaScript, PHP, SQL, R, SOL, HTML, CSS, XML/JSON, DAX

### SOFTWARE / IT

Expert Adobe Creative Cloud / Figma  
Expert Microsoft Office + Power BI  
Expert Tableau & Qlik BI Tools  
Expert Anaconda / Jupyter / RStudio  
Expert Atlassian Confluence / JIRA  
Advanced API Development & Integration  
Intermediate AWS & GCP

## LEADERSHIP

(2022) BNY Mellon: Best in Class Award

(2021) BNY Mellon: WOW Award – Courage to lead recognition as new Head of Strategic Planning & Portfolio Products

## SUMMARY

Analytical and creative professional with 13+ years of experience developing and launching products at two large financial institutions in the FinTech space. Striving to formally move into the tech sector since my passion has always been building products from 0 to 1 and delighting clients with the use of technology, while inspiring the people around me to join my journey.

## WORK EXPERIENCE

Group Product Manager - Director

Nov 2018 – Present

**BNY MELLON – ENTERPRISE**

New York, NY

- Defined the product vision, roadmap, user experience, and led the development of the firm's first set of integrated portfolio products for strategic planning creating \$5 million in efficiencies by eliminating vendor products not fit for purpose
- Saved the firm \$11 million in redundant investments the first year by leveraging the business intelligence outputs from the new portfolio products
- Managing a team of product managers and data analysts for continued feature enhancements and operations for engaging key stakeholders to create a feedback loop
- Leading the prototyping of machine learning initiatives to help improve north star metrics even further and innovate the way we do investment and resource planning

Senior Product Manager – Senior Vice President

Jun 2014 – Nov 2018

**J.P. MORGAN CHASE & CO. – INVESTOR SERVICES**

New York, NY

- Led the strategy and design for a series of digital products within the JPMorgan Markets portal, while leveraging A/B testing and detailed user analytics to improve the customer journey and increase usage 42% ultimately leading to realized revenue
- Defined and implemented the go-to-market strategy for a new trade and payments instruction capture product increasing straight-through-processing rates by 78%
- Developed new revenue streams by leading the vision and development of a data platform product from 0 to 1 enabling flexibility for clients to combine their own data with proprietary data through the portal, standard protocols, and APIs

Client Technology Management – Vice President

Jun 2010 – Jun 2014

**J.P. MORGAN CHASE & CO. – SECURITIES SERVICING**

New York, NY

- Worked directly with top-tier clients understanding their needs, translating them to requirements, and managing projects to closure for improving our products
- Helped win and onboard over \$200+ million in new client revenue by representing the technical aspects of our products and services at sales proposals through to integration

## TECH STARTUPS

Co-founder / CTO / Head of Product

Sep 2020 – Feb 2022

**ODYSSEY – [Website](#)**

New York, NY

- Designed the user experience, developed the platform, and launched a digital product from 0 to 1 connecting underrepresented students with experienced professionals (from Google, Apple, Microsoft, and more) for mentoring with over 3000 active weekly users
- Defined the roadmap and monetization plan currently pending \$500k in VC funding

Co-founder / CTO / Head of Product

Mar 2016 – Nov 2018

**ALUMRIDE – [Website](#) / [News](#)**

New York, NY

- Developed and launched a product for crowdsourcing trips for alumni to visit their alma mater for sporting events and inspired people to help run 7 successful trips