MUF TAYEBALY

muftaye@gmail.com | 609-713-6652 | linkedin.com/in/muftayebaly | New York, NY *(willing to relocate)*

TL;DR

Digital product manager with 15+ years of experience. 6+ years managing a team. Self-taught software engineer and UI/UX designer.

EDUCATION

COLUMBIA UNIVERSITY
Master's in Data Science
2017 – 2020
Magna Cum Laude

RUTGERS BUSINESS SCHOOL
Bachelor's in Finance & Math
2007 – 2011
Magna Cum Laude

SKILLS

BUSINESS

Product Management	Product 0→1
Program Management	Roadmap
Data Science / AI / ML	UI / UX
Go-to-Market Strategy	A/B Testing
Experimentation	Marketing
Feature Prioritization	Leadership
Ad Optimization	SEO
Competitive Analysis	Positioning

PROGRAMMING

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

SOFTWARE / IT

AWS & GCP Cloud
Google Ads / Analytics / Tags
Meta Ads / Business
Google APIs (Places, Maps, Routes)
OpenAI Developer Platform
Adobe Creative Cloud / Figma
Microsoft Office + Power BI
Tableau & Qlik BI Tools
Anaconda / Jupyter / RStudio
Atlassian Confluence / JIRA
API Development & Integration
Network Architecture: SWIFT SME, SFTP, NDM Secure+, CHIPS, & MQ
Databasing / Graph Databases Neo4j

WORK EXPERIENCE

CITI | Treasury & Trade Solutions
Group Product Manager - Director
Jun 2023 – Present — New York, NY

- Lead product strategy for CitiDirect, a global payments and trade platform with $200B+ daily transactions across 90+ countries and 190+ currencies
- Drove AI/ML adoption for semantic search across structured/unstructured data, improving query understanding and increasing click-through rates (CTR) by 60%
- Built a digital onboarding experience from 0→1 for Supply Chain Finance, reducing time-to-revenue by 85% through workflow automation and UX simplification
- Launched a GenAI-powered virtual chat agent, improving operational efficiency, and customer satisfaction through scalable, intelligent automation
- Led the delivery of a QuickPay feature along with a product marketing strategy increasing digital payment adoption by 22%

BANK OF NEW YORK MELLON | Corporate Treasury
Group Product Manager - Director
Nov 2018 – Jun 2023 — New York, NY

- Owned end-to-end product strategy for internal portfolio and planning platforms, enabling data-driven decision-making and saving $5M annually by consolidating third-party tools not fit-for-purpose
- Developed integrated BI dashboards and data models aligned with enterprise capability frameworks, eliminating $11M in redundant tech investments in the first year
- Managed cross-functional teams of PMs and data analysts to deliver scalable solutions, drove stakeholder alignment, and built a continuous feedback loop for iterative product development

J.P. MORGAN | Investor Services
Senior Product Manager - Senior VP
Jun 2010 – Nov 2018 — New York, NY

- Led product design and growth strategy for the JPMorgan Markets client portal, leveraging A/B testing, AI/ML, and UX analytics to increase engagement by 50%
- Shipped a trade and payments capture product that improved straight-through-processing (STP) by 60%, reducing friction in high-volume transaction workflows
- Launched a new data platform product from 0→1, enabling client monetization by combining proprietary and third-party datasets via APIs and web interfaces
- Worked directly with top-tier clients and helped win and onboard over $200+ million in new client revenue by representing the technical aspects of our products and services

RECENT STARTUP

BRB | trybrb.com | AI Travel Platform
Co-founder, Product Lead & Sole Engineer
Dec 2021 – May 2024 — New York, NY

- Launched marketing campaigns (Google Ads, Meta Ads), driving 300% user growth and reducing customer acquisition cost (CAC) by 40%
- Executed data-driven A/B testing on ad creatives and landing pages, increasing click-through rate (CTR) by 100% and boosting conversion rate by 35%