

Contact

www.linkedin.com/in/noortabbalat
(LinkedIn)

Top Skills

Business Analysis
Product Management
Software Quality Control

Languages

Arabic (Native or Bilingual)
English (Native or Bilingual)

Certifications

Product Management Training
Course
Digital Marketing Training Course

Honors-Awards

CIO University Certificate in Federal
Executive Competencies

Noor Tabbalat

Head of Product at Keyper | PropTech | Fintech
Amman, Jordan

Summary

I live in the space between what users want, what the business needs, and what engineers swear is impossible. It's where I thrive! I break things, fix things, question everything, and build products people actually enjoy using.

I've always been the person teams rely on, roll their eyes at, and still call when things go sideways. I understand engineering enough to challenge the 'how,' and product enough to keep everyone honest on the 'why.' Somewhere between funnel drop-offs, feature trade-offs, and quick 'can I steal you for a second' moments, we make product bets that stick - and build stuff. Cool stuff. Very cool stuff.

Today, I lead product at Keyper, bringing clarity, direction, and the occasional reality check to a fast-moving startup. Most days, I'm turning fun, messy problems into clear decisions and partnering with engineering, design, ops, and leadership to shape the roadmap.

The goal is simple: stay close to the problem, define the path, and ship work that moves the needle (and, you know, maybe shake up the market a little while we're at it).

Experience

Keyper

4 years 6 months

Head of Product

June 2024 - Present (2 years 1 month)

Dubai | Amman

Connecting the customer experience to the core fintech and proptech systems that power Keyper, reshaping how rent is paid, tenancies are managed, and portfolios are run.

Senior Product Manager | Keyper App

October 2023 - January 2025 (1 year 4 months)

Dubai | Amman

Led property owner onboarding and app journeys, and drove early RNPL (Rent Now, Pay Later) product-market fit, extending Keyper's focus from owners to tenants through leasing and payment solutions.

Product Manager | Keyper App

January 2022 - October 2023 (1 year 10 months)

Dubai | Amman

Defined requirements, shaped early design decisions, and shipped the features that launched Keyper's MVP, laying the foundation for property owner interactions and the operational tools behind them.

سيرة SIRA

Member

November 2023 - Present (2 years 8 months)

Amman, Jordan

SIRA is a membership-based community for personal & professional development.

Simple [A]

QA/BA Lead | Product Owner, Money Management International (Remote)

June 2017 - August 2021 (4 years 3 months)

United States

- Delivered product and QA leadership, heading QA/BA practices, producing transformative solutions, and implementing Sitecore CMS for key financial client.
- Engaged clients to conduct product ideation sessions, discuss features, and review business requirements.
- Implemented sprint planning in an Agile environment, leading backlog grooming, release planning tasks, retrospectives, and Scrum meetings.

agencyQ

6 years 7 months

Lead | Analysis & Quality Control

March 2013 - May 2017 (4 years 3 months)

Washington D.C. Metro Area

Managed the internal testing process for 20 projects, including websites and mobile applications. Conducted business and requirements analysis, developed test plans, designed and executed test cases, and created automation test scripts.

Analyst | Strategy & Quality Control

November 2010 - March 2013 (2 years 5 months)

Washington D.C. Metro Area

Digital strategy & analysis, delivery, end-user training, and support.

International Monetary Fund

Graduate Intern | Special Projects Officer

May 2009 - November 2009 (7 months)

Graduate Intern at the Financial and Administrative Systems Division (IF).

Business and system analysis, project management, procurement and testing of emerging technologies and UML modeling

ESKADENIA Software

4 years

Sales Manager | Web Solutions

2007 - 2008 (1 year)

Amman, Jordan

Identification of business needs and proposing solutions, building and managing client relationships, stakeholder engagement, strategic communications and business development

Sales Executive | Web Solutions

2004 - 2007 (3 years)

Amman, Jordan

Sales cycle management, negotiation skills, proposal writing, drafting support strategies and communication plans, product management and market analysis.

Education

The George Washington University School of Business

Masters, Information Systems & Technology Management · (2008 - 2010)

Google

Professional Certificate, Data Analytics · (2021)