

MOHAMED KASDY

Product Leader

B2B SaaS · LegalTech · FinTech · AI-native product teams

Sydney, Australia · mohamed.kasdy@outlook.com

Portfolio: mohamedkasdy.com · **LinkedIn:** linkedin.com/in/mohamedkasdy · **Substack:** mohamedkasdy.substack.com
Australian citizen · Recognised as a Global Talent by the Australian Government

PROFILE

I lead product for B2B software, and I build with AI. At LEAP I run product for a five-product practice area, lead its developers and coach its product owners, with an AI agent workflow I built running through the team. Before that I shipped for law firms and banks at Smokeball and Symplic, after thirteen years in Fortune 500 operations. Outside work I have built and launched two AI products of my own.

6,000+ law firms moved to New Outlook with Microsoft	\$360K+ saved every year by one automation	30% to 49% MFA enrolment, after one redesign	2 AI products I built and launched myself
--	--	--	---

EXPERIENCE

LEAP · Product Leader, Estates practice area, Sydney 09/2026 – Present

- Own product for the Estates practice area: five products used by Australian estates lawyers.
- Lead the developers and coach the product owners. One way of working, one roadmap and one set of numbers across the portfolio.
- Built the practice area’s AI agent workflow: daily briefs, a ticket drafter that turns approved ideas into build-ready epics and stories, and written rules for what AI never decides.
- Report results and AI plans to executive leadership. Part of the practice area’s strategy decisions.

Settle Japan · Founder, Sydney · [settlejapan.app](#) 07/2026 – Present

AI relocation and city hall onboarding for foreign professionals and HR teams in Japan.

- Reads passports and Certificates of Eligibility, converts names to Katakana and pre-fills official ward office forms. Cuts relocation paperwork by up to 80%. Starting with a Shibuya Ward pilot.
- Two portals: a self-serve move-in guide for individuals, and an HR dashboard for employers, agencies and schools to run bulk relocations and track cases.

Relocify · Founder, Sydney · [relocify.app](#) 03/2026 – Present

AI platform that matches visa applicants with MARA-registered migration agents.

- Automated relocation scoring, lead routing and a payment dashboard for partner agents. Hundreds of active users, all from organic acquisition.

Smokeball · Product Manager, Productivity & Mobile, Global 10/2025 – 04/2026

Legal software for 6,000+ law firms and 25,000+ daily users.

- Led the firm-wide move from Classic to New Outlook with Microsoft, ahead of the 2029 deadline.
- Set product strategy for the Gmail integration with Google, opening a new customer segment.
- Rebuilt the mobile app experience to improve retention.

Sympli · Product Owner, Payments, Security & Compliance, Sydney

01/2022 – 07/2025

Property settlement platform connected to CBA, ANZ, Westpac and NAB.

- Raised MFA enrolment from 30% to 49% after finding the drop-off in the data and redesigning onboarding.
- Grew customer satisfaction 30% in six months through 50+ customer interviews.
- Shipped 95% of planned features on time across three teams.
- Built an automation that reschedules settlements around bank holidays and cut manual work by 20%.

Schlumberger (SLB) · Product Owner, Enterprise SaaS, Malaysia

01/2018 – 12/2021

- Delivered a supply chain dashboard on Azure to 20,000+ global users.
- Automated 5 to 6K monthly transactions with a DHL bot integration and saved \$360K+ a year.

GE, SLB and Bel Group · Audit, procurement and supply chain, UK, Egypt and MENA

2008 – 2017

- Selected for GE's Corporate Audit Staff programme. Risk, compliance and operations across multiple countries.

EDUCATION AND CERTIFICATIONS

Bachelor of Finance and Economics, Cairo University

Certified Scrum Product Owner · Lean Six Sigma Green Belt

AI for Product Management (Pendo, Google Cloud, Mind the Product)

Finance Essentials, Harvard Business School Online

LANGUAGES

English · Arabic · Japanese (JLPT N5)

Selected work, case studies and writing: mohamedkasdy.com