

MOHAMMED HALEEM

Product Owner | Technical Product Owner | Senior Business Analyst
New York, NY

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PROFESSIONAL SUMMARY

Product Owner and Technical Product Owner with 10+ years of experience delivering web, mobile, enterprise, and AI-driven platforms across media, financial services, and real estate industries. Proven ability to own product vision, translate complex business and technical requirements into scalable solutions, and lead distributed Agile teams. Hands-on experience delivering machine learning-powered content authenticity and automated quality control solutions, protecting intellectual property and improving operational efficiency.

CORE SKILLS

Product & Agile

- Product Ownership & Vision
- Roadmapping & Release Planning
- Backlog Ownership & Prioritization
- User Stories & Acceptance Criteria
- Sprint Planning, Refinement & Demos
- Stakeholder & Executive Communication

Technical & Data

- System Integration & APIs
- AI / ML Product Workflows
- Data Analysis (SQL, Tableau, Power BI)
- UAT Strategy & Execution
- Process Modeling (UML, Visio)

Tools & Technologies

Jira, Confluence, Tableau, Power BI, SQL, Java, Angular, React Native, Oracle, XML, JSON, SharePoint, Hive AI

PROFESSIONAL EXPERIENCE

Sony Music Entertainment – New York

Product Owner / Scrum Master / Senior Business Analyst
Aug 2018 – Present

Owned and delivered multiple capital, operational, and AI-enabled products supporting global artist promotion, digital content distribution, and media asset quality management.

AI & Machine Learning Product Initiatives

- Led an AI-driven content authenticity initiative to detect and flag AI-generated audio, music, and visual content, helping protect Sony Music's intellectual property
 - Implemented Hive AI as a third-party detection platform, defining product requirements, workflows, thresholds, and review processes
 - Partnered with Legal, Content Operations, and Engineering to ensure policy-compliant enforcement, auditability, and governance
 - Designed automated workflows to flag, route, and review AI-generated content prior to downstream distribution
 - Delivered a machine learning-based automated Quality Control (QC) solution for audio and video assets
 - Enabled ML-based detection of audio distortions, sync issues, encoding defects, and visual anomalies
 - Reduced reliance on manual QC by introducing early issue detection and human-in-the-loop review, allowing engineers to remediate issues faster
 - Defined success metrics, exception handling, and operational monitoring
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Product Leadership & Delivery

- Owned product vision and roadmap for Promo Portal, a web and mobile platform used to distribute Sony Music content to labels, DJs, and external partners
 - Led a full legacy system modernization and sunset, migrating users to a modern Angular / React Native platform
 - Managed cross-functional distributed teams across the US, India, and Ukraine (backend, frontend, QA, and integrations)
 - Delivered capital and operational initiatives while maintaining platform stability and stakeholder alignment
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Agile Execution & Stakeholder Management

- Authored and prioritized user stories with clear acceptance criteria, including AI/ML workflow scenarios
- Facilitated Agile ceremonies: sprint planning, backlog refinement, demos, and retrospectives
- Acted as the primary bridge between business stakeholders and engineering teams
- Coordinated UAT, release readiness, and post-production support
- Presented product progress, risks, and outcomes to senior leadership

Tech Stack: Java, Angular, React Native, SQL, Jira, Confluence, Hive AI

Tishman Speyer – New York

Senior Business Analyst
Feb 2016 – Jun 2018

Supported a portfolio of 90+ enterprise applications, focusing on executive-level Global Management Reporting (GMR) systems.

Highlights

- Supported budgeting, allocation, and data mart platforms used by the CEO and CFO
- Performed advanced SQL-based data analysis and validation
- Assisted with customization and implementation of Microsoft Dynamics AX (ERP)

Responsibilities

- Business and technical requirements gathering
- Data analysis, process modeling, and UAT leadership
- Vendor and offshore coordination
- Stakeholder communication across global finance teams

Barclays Capital – New York

Senior Business Systems Analyst

Mar 2012 – Dec 2015

Worked on wealth management and fixed-income trading platforms supporting institutional and broker-dealer clients.

Highlights

- Delivered enhancements to electronic trading, clearing, and settlement platforms
- Built dashboards and analytics using SQL, Excel, Power BI, and Tableau
- Led stakeholder workshops, JAD sessions, and UAT cycles

Responsibilities

- Authored BRD, FRD, and functional specifications
- Conducted data analysis, gap analysis, and process modeling
- Supported KYC, AML, and regulatory initiatives
- Designed wireframes, UI mockups, and workflow diagrams

EDUCATION

Bachelor of Business Administration

University of Madras – 2007