

LALITA CHOPRA

DIRECTOR OF PRODUCT



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Dubai, UAE



[Lalita Chopra](#)

CAREER HIGHLIGHTS

- Built and scaled B2B & B2C products end-to-end across fintech and HR tech in the UAE, UK, and Southeast Asia, from zero to launch
 - Led cross-border payment migrations across 15 countries and expanded financial products into 3 new markets
 - Co-founded Wasta, the Middle East's first superconnector app, securing TikTok as a strategic investor and scaling to 800+ weekly active users across MENA
 - Digitalised payments and process for the largest technology reform project in UK history
 - First-class Computer Science degree with hands-on technical depth spanning full-stack development, microservices architecture, and API design
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EXPERIENCE

DIRECTOR OF PRODUCT

Peko, UAE | Aug 2025 - present

An all-in-one platform for businesses to manage payments, expenses and operations.

Key Achievements:

- Launched UAE corporate cards, payment gateways, and business bank accounts within 8 months of joining, servicing over 12,000 UAE-based SMEs
- Scaled and led the fintech product development team from 2 to 7 members, recruiting 5 hires and overseeing end-to-end team management and product delivery
- Led the development of a payment orchestration layer serving businesses and merchants across accounts receivable and payable
- Built a streamlined process to launch white-label solutions in under one week

Key Responsibilities:

- Scaled payment infrastructure across corporate cards, business bank accounts, and payment gateways from concept through to delivery
- Owned end-to-end product strategy and roadmap for partner payment infrastructure, from defining capabilities to driving execution
- Built and managed direct relationships with banking partners to open new payment corridors and expand product reach
- Led zero-to-one product development across embedded finance capabilities, defining the category from the ground up
- Used behavioural analytics to identify and prioritise high-impact product improvements, directly informing the roadmap

MANAGING DIRECTOR

WorkPanda, UAE | Oct 2022 – Apr 2025

A technical recruitment firm placing construction and design talent across the luxury hospitality sector

Key Achievements:

- Expanded into Southeast Asia (Singapore and Thailand) & Saudi Arabia, securing 2 major enterprise clients in each market within 18 months
- Technology optimisations reduced hiring cycle times by 56% and enabled 300% revenue growth during expansion phase by implementing ML strategies
- Architected & developed proprietary ATS platform, recruitment website, and data analytics suite that became the foundation for regional & international expansion

Key Responsibilities:

- Defined market expansion strategy across Southeast Asia and the Gulf, prioritising Thailand, Singapore, and Saudi Arabia
- Translated complex business requirements into technical roadmaps, aligning cross-functional stakeholders across product, sales, and operations
- Optimised user experience using Google Analytics to drive data-informed feature improvements

FOUNDER/ PRODUCT LEAD

CSG Solutions, UK & UAE | Apr 2021 - Aug 2025

Founded a technology consultancy delivering product development, business analysis, and AI training to large organisations and government bodies. Clients include the Financial Conduct Authority, National Lottery (Allwyn), British Council, DEFRA, Ministry of Justice (HMCTS).

Key Achievements:

- Digitalised payment and accounting services for the largest technology reform project in UK history
- Led payment system migrations across 15 countries for British Council with minimal downtime, expanding Buy Now Pay Later support to 3 new markets
- Led development of a solicitor service portal for the new online divorce law and analysed data integration between HMRC and probate for UK inheritance tax law changes
- Designed technical architecture for the UK National Lottery win claim process following Allwyn's acquisition of Camelot, reducing user payout journey time by 15%
- Identified 15+ efficiency opportunities at DEFRA, reducing manual publishing time by 40% across 8 departments
- Highlighted 3 critical bottlenecks in DEFRA's procedures, potentially cutting onboarding time by 18%

Key Responsibilities:

- Led end-to-end product and business analysis engagements across regulated industries including government, legal, lottery, and financial services
- Translated complex requirements into technical specifications, process maps, data models, and gap analyses (COM/TOM)
- Managed relationships with global third-party vendors, payment providers, and technical partners across multiple concurrent client engagements
- Facilitated agile delivery including sprint planning, backlog management, and BDD user story creation in Jira
- Reviewed code changes on GitHub and API documentation to ensure technical alignment with product requirements
- Facilitated requirements workshops with diverse stakeholders including solicitors, court officials, legal administrators, and government departments

CO-FOUNDER & CTO

Wasta AI, UAE | Apr 2021 - Dec 2024

Created Middle East's first superconnector platform (website, iOS & Android apps).

Key Achievements:

- Raised seed funding from TikTok as primary investor and strategic partner
- Built cross-platform ecosystem (iOS, Android, web) handling 800+ weekly active users across MENA region
- Led the integration of a SaaS payment model into the product, enabling full commercial monetisation

Key Responsibilities:

- Defined full technology stack, infrastructure architecture, and engineering roadmap from MVP to scale across mobile and web platforms
- Led 6-engineer development team while driving product strategy that achieved consistent 15% month-over-month user growth
- Prioritised feature development, which drove user acquisition and platform growth

FULL STACK DEVELOPER

Cognizant, UK | Oct 2018 – Apr 2021

Architected and implemented full-stack solutions spanning mobile/web user interfaces, server-side logic, database design, and API integrations for multiple clients.

Key Achievements:

- Implemented digital migration project for UK's Financial Regulator
- Created mobile App POC for UK's largest retailers (Boots & John Lewis)

Key Responsibilities:

- Created technical documentation, including Swagger API specifications
- Developed microservices using Spring with Junit/Selenium/Cucumber testing
- Implemented DevOps with Jenkins and cloud technologies (AWS/GCP)
- Built and tested RESTful APIs and frontend frameworks (React/Angular)

OTHER EXPERIENCE

Teacher of Computer Science

Institute of Applied Technology, UAE | Aug 2016 – Jul 2018

Head of Computer Science & ICT

Nicholas Breakspear Catholic School, UK | Jun 2015 - Jul 2016

TECHNICAL SKILLS

Tools & Platforms: Claude, Jira, Confluence, Power BI, Figma, Google Analytics, Canva, Miro, Visio, GitHub, AWS

Languages/ Frameworks: Java, JavaScript, TypeScript, Python, SQL, HTML, Spring, React, Vue.js

EDUCATION & QUALIFICATIONS

B.Sc. Computer Science (First Class Honours) | Goldsmith's College, University of London | 2011-2014

PGCE Computer Science with ICT (with BCS Scholarship) | Middlesex University | 2014-2015

Certifications: SAFe 4 Agilist, IELTS General Training, IC3 Digital Literacy