

EXPERIENCE



Forasna

Head of Product

January 2016 - Present



Wuzzuf

Product Manager

March 2015 – December 2015 (10 months)



Soutak

Co-founder & Product Manager

June 2013 – February 2015 (1 year 9 months)



Wuzzuf

Frontend Dev & UX Lead

March 2012 – June 2013 (1 year 4 months)

ACCOMPLISHMENTS

- Built Wuzzuf with an amazing team of 3 from the bootstrapping-uncertainty to the largest online job site in Egypt within 2 years. Wuzzuf dominates 85% of the Egyptian Job Market and has +150 employees.
- Helped Wuzzuf Secure **Egypt's largest funding round** with \$1.7 million.
- Built the Online/Offline operations for Forasna.com to disrupt the Blue-collar Market Dynamics in < 6 months. Forasna now has +4,000 Employers and +300,000 Jobseekers with a 55% monthly retention.
- Lead a huge user research study at Forasna for understanding how the technicians and mid/low educated calibers adapt and use technology in their everyday lives.

EDUCATION

Faculty of Engineering, Cairo University

BSc Computer Engineering, B+ (2006 - 2011)

Business School, American University in Cairo

Marketing // Biz Dev // Entrepreneurship (2015 - 2015)

SKILLS // SPECIALTIES

SaaS, Product Management, UX Design and Strategy, Web Analytics, Statistical Analysis, Product Design, Product Development and Pricing, SQL Mining, Retention Strategies, Agile Dev, Startups, Business Development, Online Marketing, Frontend Development, Tech writing

ABOUT

I thrive in “maker cultures” where prototyping and experimenting are the norm. I love the satisfaction that comes from shipping products and sharing that feeling with a close-knit team. I love to “initiate”, “create”, “own” and “operate”

BELIEFS

- UI should drive product development
- Shipping is all that matters
- There is no justification for things being complex
- Time is the single most important asset