



Senior Product Manager @ Raisa Energy

June 2018 - Present

Building tools to help various operational teams make faster and better business decisions.



Product Lead @ Forasna.com

March 2015 - May 2018 (3 yrs 3 mos)

Helping blue collars workers find their dream jobs in Egypt.

HIGHLIGHTS 30% Second month Retention 60k Monthly Signups 26% Trial to Paid Conversion 1M Monthly Visits



Cofounder & Product manager @ Soutak

June 2013 - February 2015 (1 yr 9 mos)

Reminding your politicians that they work for you.

HIGHLIGHTS Published intensive Stats about politics in Egypt 1200 Official Registered Politicians Raised \$50,000



Product Manager & UX Researcher @ Wuzzuf.net

March 2012 - June 2013 (1 yr 4 mos)

Solving the recruitment problem for white collar workers in Egypt.

HIGHLIGHTS 2k+ Monthly Paying Customers 6k Monthly Jobs Posted 2M Monthly Visits

ACCOMPLISHMENTS

FORASNA

Built Forasna.com from the ground up till it reached over **1M Jobseekers and 10K Employers**.

In 2018 Forasna had a **Monthly Revenue Churn** standing at **0.5%** and an average **35% MoM growth across all KPIs**.

In 2015 lead a **broad market research across Egypt** to understand how blue collars adapt and use technology in their everyday lives.

WUZZUF

Helped Basharsoft (owning company of Wuzzuf and Forasna) secure one of **Egypt's largest funding round with \$6 million**. Launched Wuzzuf's product with a team of 3 till it became the **number 1 job board in Egypt in 2013**.

EDUCATION

Business School, American University in Cairo

Diploma in Entrepreneurship, Aug 2014 - Feb 2015 (6 months)

Faculty of Engineering, Cairo University

BSc Computer Engineering - 2006 - 2011 (5 years)

SPECIALTIES

- Product Management
- UX/UI + Prototyping
- Web Analytics
- SQL Mining
- A/B - Multivar. Testing
- SEO
- User Testing
- Retention Strategies
- Business Development
- Spec Writing
- Product Design
- Statistical Analysis

WORKSHOPS

Outside of work, I consult start-ups in Egypt to develop their products and business models.

I thrive in "maker cultures" where prototyping and experimentation are the norm. I love to "initiate", "create", "own" and "operate"

