

EXPERIENCE



Forasna.com // Product Lead

March 2015 - Present (2.5+ years)

Helping low/mid-educated calibers and technicians find their dream jobs in Egypt.

HIGHLIGHTS Second month Retention: 30% Monthly Signups: 50K Trial to Paid Conversion: 26% Monthly Visits: 1M



Soutak.com // Co-founder & Product Manager

June 2013 – February 2015 (1 year 9 months)

Remind your politicians they work for you.

HIGHLIGHTS Fundraised \$50,000 Registered Politicians: 1k+ First company to publish intensive Stats about politics in Egypt



Wuzzuf.net // Product Manager & UX Designer

March 2012 – June 2013 (1 year 4 months)

Solving the recruitment problem for white-collar workers in Egypt.

HIGHLIGHTS 2k+ Monthly Paying Customers Egypt's #1 Job Site Monthly Jobs Posted: 5k Monthly Visits: 1.2M

ACCOMPLISHMENTS

- Built Forasna.com from the ground up with the help of an amazing team, and now we have over 600K Jobseekers and 7K Employers. With a Monthly Revenue Churn standing at 0.5% and an average 35% MoM growth across all KPIs. Lead a huge user research study at Forasna for understanding how the Egyptian technicians and mid/low educated calibers adapt and use technology in their everyday lives.
- Helped Wuzzuf Secure **Egypt's largest funding round** with \$1.7 million and bootstrapped the product with a great team of 3 from the daily uncertainty to the largest online job site in Egypt within 2 years. Wuzzuf dominates 85% of the Egyptian Job Market and has +200 employees.

EDUCATION

Business School, American University in Cairo

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

Faculty of Engineering, Cairo University

BSc Computer Engineering, B+ (2006 - 2011)

SKILLS // SPECIALTIES

Software Product Management, UX/UI Design, Web Analytics, SQL Mining, A/B - Multivariate Testing, SEO, User Testing, Retention Strategies, Agile Dev, Biz Dev, Frontend Dev, Tech writing, Wireframing, Prototyping

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