

A highly competent, technology-focused MBA graduate with a passion for everything digital and the following skills:

- 3 years in leadership positions, including project/product management and software development team lead.
- 7 years of software development experience for both start-up environments and enterprise-level clients.
- Exceptional client relationship management.
- Strategic, creative and innovative solutions.
- Proven presentation abilities for technical, business and C-Level audiences.
- Bilingual (English & Arabic)

## Education

### Ryerson University – MBA in the Management of Technology and Innovation

2012 - 2013

Highlighted courses: Consulting Skills, Advanced Project Mgmt., Technology & Organization Strategy, Global Markets & Tech Trends  
\$20,000 Ted Rogers School of Management Graduate Entrance Scholarship for academic excellence. GPA: 4.09/4.33  
Selected to represent Ryerson in 4 case competitions out of 200 students, achieving 2<sup>nd</sup> and 4<sup>th</sup> place.

### Ryerson University – Bachelor of Fine Arts in Image Arts – New Media (Honours)

2002 –2006

Received \$1500 Entrance Scholarship and included in the Dean's List every year. GPA: 3.94/4.33.  
Communication & Design Award of Excellence for academic & creative excellence in 3<sup>rd</sup> year.

## Professional Experience

### Flybits/Ryerson Centre for Cloud and Context Aware Computing (RC4) ([rc4.ryerson.ca](http://rc4.ryerson.ca))

2013-Present

**Position:** Product Manager and Business Development

#### Achievements & Responsibilities included:

- Product development for Flybits, a startup affiliated with the Centre, including business strategy, branding, marketing communications, competitive analysis and business development.
- Management of 3<sup>rd</sup> party vendors and projects, including requirements, qualification, selection and delivery.
- Recruitment and on-boarding of software and electrical engineering candidates.
- Business development and sales for industry related projects, securing two contracts worth \$70,000 in short time frame, as well as providing client support for existing accounts.

### Kolody Inc ([www.kolody.ca](http://www.kolody.ca))

2009-2012

**Position:** Senior Software Developer / Technical Architect

#### Achievements & Responsibilities included:

- Project Lead on both short-term and long-term initiatives where each project's success was vital to the organization's survival. Responsible for team management, scheduling, deliverables, technical architecture, software development and communication with both clients and internal stakeholders.
- Transformed processes leading to improved team efficiencies, better flexibility and adaptation to customer requests by introducing new workflows, Integrated Development Environments, frameworks and structures.
- Developed and deployed online applications for large corporations such as RIM, eBay, Rogers, Sennheiser, LexisNexis, McDonalds and Dove, as well as internal initiatives.
- Implemented popular analytics platforms, such as Google Analytics, to ensure key metrics are tracked.
- Involved in all aspects of product development, including client reviews, communications, RFPs, Statement of Works, wireframes, technical architecture, scheduling and functional specifications.

### Octopz Inc

2006-2009

**Position:** Software Developer / Client Support

#### Achievements & Responsibilities included:

- Developed and deployed an award winning online meeting and collaboration tool targeted at the education, small business and enterprise markets. Awards include: Webware 100 finalist 3 years in a row, named by Deloitte in Canada's Companies-to-Watch for 2007, winner of KPMG & Backbone magazine 'PICK20' awards.
- Responsible for client support, including bug reports and client communication, and incorporating client feedback into analysis and team discussions to create a strategic path forward.
- Suggested, championed and implemented new features and workflows that better catered to client needs.
- Transitioned team into new development environment resulting in better collaborative coding, faster development times and better quality code.

## Ryerson University – Computing & Communications Services Department

2005-2006

**Position:** Web Application Developer (Contract)

2012-2013

### Achievements & Responsibilities included:

- Demonstrated strong client and relationship management skills, coordinated weekly project meetings with all stakeholders to identify needs and worked independently or in teams to accomplish them.
- Promoted a structured project organization method, moving from a one-person development process to a team environment that effectively helped streamline the process, leading to less duplication of work and code conflicts.
- Developed a new security occurrence reporting application for Ryerson's Security personnel and migrated over 50,000 reports dating back to 1998 from the old system.
- Maintained applications and developed new ones, including a video database system and an online classroom scheduling system that has been in use since 2006.

## Expertise & Technical Skills

- **Management Skills:** Project Mgmt., Leadership & Teamwork, Effective Communication, Client Relationships
- **Business Skills:** Business Analysis & Intelligence, IT & Business Strategy, Competitive Analysis
- **Processes:** Technical/Solution Architecture, AGILE, UI/UX Design, Server Admin, OOP, Frontend/Backend Dev.
- **Programming Languages:** ActionScript, JavaScript, HTML/CSS, SQL, PHP5, Android, Objective C
- **General Technical Skills:** Windows, OS X, Adobe Photoshop, Office Suite, Video & Audio Editing

## Extra-Curricular Activities

Selected to represent Ryerson University in the following MBA case competitions:

- **Haskayne 24 Hour Case Competition (Captain) – 2<sup>nd</sup> Place:** skilled labour shortage in oil & gas industry.
- **Schulich International Case Competition (Captain) – Top 4 Finalist:** engagement in the mining industry.
- **MBA Games – Strategy Case Competition – Top 10:** supply chain for a juice company.
- **Rotman Net Impact Case Competition:** creating a signature CSR program for Sun Life Financial.

Member of the following committees of the MBA Student Association (MBASA):

- **MBA Games & Sports Committee:** Helped organize and select team for the MBA Games competition, an academic, sports and spirit competition for Canada's MBA schools. Team achieved 2<sup>nd</sup> place out of 22 schools.
- **Communications Committee:** Took lead in developing and deploying new website for MBASA.
- **Entrepreneurship Committee:** Recruited entrepreneurs to join MBA students in roundtable discussions.

Volunteer Experience:

- **Pulmonary Hypertension Association of Canada:** Fundraiser volunteer.
- **Women in Leadership Association WYCA Fundraiser:** Fundraiser & technology volunteer.
- **Knox Youth Dinner and Food Bank:** volunteer to help provide hot meals for youth in the city.

## Interests

- Computers, programming, photography, videogames and technology.
- Mobile platforms (iOS, Android, Windows Phone).
- Soccer & Sports in general – Participate in co-ed recreational soccer leagues throughout the city.
- Creation, promotion and maintenance of a website community of videogame enthusiasts since 1999.
- Literature & Intellectual pursuits.