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SUMMARY

Bringing six years of expertise in ed-tech, engineering and manufacturing fields, overseeing projects with budgets exceeding \$200,000, collaborating with cross-functional teams. Proficient in product design and research and development as well as cultivating and nurturing relationships with key customers to launch successful projects while engaging stakeholders and achieving a 15% improvement in budget adherence.

EXPERIENCE

Product Development Manager – Tech/Business

Oct 2022 – Present

Geek Express, Beirut, Lebanon

- Identify sales leads and prepare comprehensive product demonstrations, sales presentations and proposals, highlighting key features and unique selling points to our potential clients, resulting in a 20% increase in conversion rates.
- Engage with key regional clients and customers to assess their needs and preferences and understand their business objectives, translating them into effective solutions by offering new alterations to our current services and products.
- Research current industry trends, sharing valuable insights to identify and capitalize on new growth opportunities to expand our market presence and maximize revenue potential, contributing to a 15% improvement in decision-making effectiveness.
- Review client feedback and collaborate with cross-functional teams to enhance existing products through accurate adjustments and seamless execution of new project features, guaranteeing customers' satisfaction and increasing their retention rate by 10%.
- Provide regular reports and updates on sales performance, forecasts, market insights and contract negotiations to senior management, continuously addressing customer challenges and maximizing profitability.

Research and Development Team Lead – Engineering

May 2021 - Sep 2022

Bildits, Byblos, Lebanon

- Researched and developed new product ideas, by performing feasibility, profitability and market studies, leading to the launch of 5 new successful products as part of the Junior Series and Educational Program kits in the local and regional markets.
- Strategically planned and standardized the development process of all the items of the new products including their packaging and their step guide, which optimized the product cost, maximized efficiency and resulted in a 25% reduction in time-to-market.
- Arranged and managed the R&D of the forecasted products by organizing the manufacturing processes and defining the procurement and logistical operations, contributing to a 10% improvement in overall production execution and efficiency.
- Estimated an operating quarterly budget for the R&D plan, establishing timelines that clarify the team's responsibilities to analyse the impact on their performance and growth, achieving up to 15% increase in goal attainment.
- Expedited thorough inspections, tests, and measurements for the in-house produced materials, ensuring a consistent adherence to high-quality standards and recommending necessary adjustments to enhance the production process and reduce defects by 8%.

Content and Development Team Lead – Tech

Nov 2019 – April 2021

Geek Express, Beirut, Lebanon

- Coordinated 10 new local and international collaborations such as Rubu' Qarn Sharjah, NYU Abu Dhabi and Horizon Private schools, creating tailored workshops, seminars and camps to drive the continuous improvement of young kids in the technology fields.
- Adopted technological principles and practices to all new researched projects, ensuring a consistent high level of quality and achieving a 15% improvement in project outcomes.
- Established and implemented a collaborative teamwork environment to define projects' objectives, deliverables, and priorities, cutting down projects' completion time to 20%.
- Monitored and communicated team members' performance, reporting progress towards yearly targets and objectives, leading to a 20% increase in overall team productivity.
- Facilitated the recruitment of new content developers by providing the necessary support, streamlining the hiring process and dropping the time-to-fill roles by 30%.

Product Developer – Manufacturing

Aug 2017 - Oct 2019

Geek Express, Beirut, Lebanon

- Developed 1500 custom-made DIY Inventor's Kits for ILMI Science Museum in Saudi Arabia, igniting the spirit of exploration and discovery of the Saudi community beyond the museum's physical space with an R&D budget of over \$100,000.
- Invented and designed 12 hands-on, full-fledged STEAM educational kits called the MakerBox, inspiring kids ages 8 to 14 to see themselves as creators and makers and not just as consumers through fun and challenging inventions.
- Sketched freehand drawings to demonstrate the assembly steps of the developed kits, graphically illustrated the 2D and 3D steps using CAD tools and designed the illustrations of the packaging sticker of each MakerBox kit.
- Created 30 new coding, engineering and science video challenges and experiments to encourage our local and regional community of kids ages 6 to 12 to discover different principles while building their curiosity, critical thinking and problem-solving skills.
- Constructed 45 unique curricula for newly developed courses in Robotics, Engineering and Design by researching latest trends in game design, machine learning, and AI.

EDUCATION

Bachelor of Engineering in Mechanical Engineering

Sep 2012 - May 2017

Lebanese American University, Byblos

SKILLS

Technical Skills: Trello, Slack, AutoCAD, SolidWorks, Adobe Illustrator, Matlab, Python, Sketching, Rapid prototyping, Manufacturing, Product design.

Soft Skills: Adaptability, Attention to detail, Creativity, Communication, Cross-functional collaboration, Decision making, Interpersonal skills, Leadership, Negotiations, Problem solving, Project management, Teamwork, Time management, Work ethic.

LANGUAGES

Arabic

Native proficiency

English

Full professional proficiency

German

Elementary proficiency