

Contact

mmeshref@gmail.com

www.linkedin.com/in/mmeshref
(LinkedIn)

Top Skills

Software Engineering

Product Development

Technical Leadership

Languages

Arabic (Native or Bilingual)

French (Limited Working)

Dutch (Elementary)

English (Native or Bilingual)

Certifications

Geekuni Perl Essentials EoC

Honors-Awards

First place in ACM contest over
Egypt among over 60 teams

Publications

American Judicial System

Legends: Nomory

Mohamed Moshrif

Engineering Manager @Google, Ex-Amazon, Ex-Microsoft, Ex-Booking.com / All opinions on LinkedIn are my own and NOT in any shape or form my employer's (past or current).

London, England, United Kingdom

Summary

I am a result driven leader who believes there is always a chance to reach that fragile line of win-win situations between business, technology and human resources. I am an "enabler" who finds it in his power and responsibility to enable all parties involved to find and reach their potential (whether it's the business or employees). One of the things I love the most is being able to jump into a team and move it forward to make it reach its maximum potential while still making everyone happy and relaxed. It's an equation I excelled at doing continuously.

An Entrepreneur, Engineer, and Manager. I got over 20 years of combined diverse experience under my belt that spans all aspects of software development whether it's technical, business, managerial or educational.

In the last couple of years, I helped multiple international businesses to open local branches in Egypt to give the same quality of work with much lower costs, helped them build teams and branches from scratch including day to day responsibilities of running a complete business.

I also provide technical consultation to tech companies when needed

I am also always open to new opportunities all over the world, so don't hesitate to contact me.

Aside from that, always eager to connect with investors who are looking to invest in the field of AAA video games.

Experience

Google

Staff Site Reliability Engineering Manager

July 2022 - Present (1 year 3 months)

London, England, United Kingdom

Rich Communication Services (RCS or Chat for short) is a new messaging protocol that replaces old SMS and MMS on Android. In addition, RCS packs richer features, including many of those available in the best instant messaging platforms like WhatsApp, Telegram, and Signal. RCS Business Messaging upgrades SMS with branding, rich media, interactivity, and analytics. With RCS, businesses can bring branded, interactive mobile experiences to the native Android messaging app. I manage the messaging RCS SRE team in Google, responsible for making sure that the services behind RCS and up and running smoothly for our over billion users around the globe. This also includes looking at potential applications for modern technologies and directions like generative AI (GenAI)

Tractable

Group Software Engineering Manager

November 2021 - May 2022 (7 months)

London Area, United Kingdom

Tractable is the first computer vision Unicorn. Tractable develops artificial intelligence for accident and disaster recovery. We are on a journey to help the world recover faster from accidents and disasters that affect hundreds of millions of lives, from car accidents and burst piping, to full-scale floods and hurricanes.

Accident and disaster recovery starts with visual damage appraisal: assess the damage, calculate the cost, unlock the funds and rebuild. However, the first stage of assessing the problem can take days to weeks. Our belief is that when accidents and disasters hit, the response could be 10 times faster, thanks to AI.

We are starting with motor damage. Our AI assesses damage to any car, whether in Europe, North America or Asia, and we work with the world's leading insurers in over 10 countries across the world, including Tokio Marine in Japan, Ageas in the UK, Covéa in France, The Hartford in the US, and Talanx-Warta in Poland.

Founded in 2014, Tractable has a world-class research and development team with over 30 years of combined research experience, and its solution is built on five years of dedicated research and development work undertaken by a team of Oxford/Cambridge-trained researchers. Tractable has raised \$55m from Georgian Partners, Insight Partners and other top-tier investors, and the company is based in London, with offices in New York City and Tokyo.

I own the division of User Facing Apps (UFA)

Amazon

Manager Software Development

April 2020 - November 2021 (1 year 8 months)

London, England, United Kingdom

I work in the selection and catalog platform team. Basically, we own whatever you see when you search for a product. We build, refine and integrate things like description, images, title, attributes and many other things for billions of products.

I manage the FSB Team. Short for Feeds Services & Bulk Ingestion

Our systems receive billions and billions of requests and we own some of the biggest databases and services in the world that is extending the limits of what distributed systems should be able to do!

Mohamed Moshrif

Executive Consultant

August 2020 - May 2021 (10 months)

London, England, United Kingdom

Currently providing professional consultation for technology topics for startups and different teams.

My experience spans over 17 years in domains like:

- * e-commerce
- * Video games
- * Augmented & Virtual reality
- * Systems
- * Mobile Apps
- * Web platforms
- * Developer Tools
- * Travel & Hospitality

From the technology / team stand point, I can help with:

- * Building teams and companies from scratch or scaling them up
- * Scale systems (i.e. building distributed systems)
- * System Design & Architecture
- * Help out with day to day tech problems and bottlenecks

Ping me if you have questions.

Booking.com

1 year 8 months

Teams Manager

October 2019 - April 2020 (7 months)

Amsterdam, North Holland, Netherlands

Teams Manager

I am currently leading two teams that together own the experience of incentivizing people to use our services more

First team is the offsite/growth team, that team is responsible for engaging customers who are less engaged with the platform by optimizing ways to reach out to them. That could be done via emails, push notifications or other means. It could also mean sending those people coupons or upgrades

The second team is the onsite/enablement team. As the name suggests, this team is responsible for ensuring that a current visiting customer on the website is going to convert into a purchase. This is done by carefully analyzing customers behaviors and figuring out what's needed to secure that conversion.

Senior Team Lead

April 2019 - October 2019 (7 months)

Amsterdam Area, Netherlands

Leading engagement team in the rewards and engagement division of booking.com marketing incentives team

Senior Security Software Engineer / Tech Lead

October 2018 - March 2019 (6 months)

Amsterdam Area, Netherlands

Working for the fraud prevention team within booking.com

In my current role, I am playing two roles. First, as a senior developer in fraud prevention team, my daily job is to ensure account safety for everyone using booking.com. That includes guests and partners as well. This is done through

building both manual and automated tools that help catch fraud, fake accounts, accounts take over and more.

As a tech lead, and the team's most senior member, my role also including making sure that the health of the team from the tech prospective. That includes (but not limited to) finding out what's missing between team members, offer help as needed and when needed, work with team members on the overall vision and architecture of the work the team does, integrate work with other teams in the division and more.

Senior Software Engineer

September 2018 - September 2018 (1 month)

Amsterdam Area, Netherlands

Neom Tech

Chief Technology Officer

January 2018 - August 2018 (8 months)

Cairo, Egypt

Neom Tech is the local branch for B-Care insurance brokerage that was created for the sole purpose of revolutionize how insurance works. Neom Tech vision of how insurance should work was through generating a pain-free eCommerce ecosystem that customers can start their insurance (vehicles, travel, medical, etc.) while entering very few info about themselves and the system will integrate with government 3rd parties to fill in the rest.

The vision also included building insurance ATMs and several other revolutionary systems.

I helped Neom Tech build the tech team and tech stack from scratch till the point it was fully functional and working properly.

When I started in Neom, there was no team or office or anything in Egypt. I built all of that from scratch including building a world-class team

I was also dealing with a lot of external entities. On one hand, I was leading a team of 5 freelance developers, I was dealing with over a dozen insurance companies each with its own internal policies and technical system that is unlike others, few government entities that either monitor our work or give us access to very sensitive data about their citizens and other service providers. I always needed to find that win-win scenario so I can get the best outcome of each of them

joi Gifts

Chief Technology Officer

January 2017 - January 2018 (1 year 1 month)

Cairo, Egypt

joi is the MENA region's first full-service eCommerce mobile platform for physical gifts. joi was born out of the belief that the world can be made a happier place, one gift at a time. With the best quality flowers and free same-day delivery, premium cakes and chocolates, balloons, gourmet gift baskets, unique personalized items and more, we have what it takes to put a genuine smile on anyone's face and turn the experience of gift-giving into memorable occasions for you and those you care about the most.

My responsibilities are the overall management of the technical team in Joi and also acting as the managing director for the Cairo branch of the company

When I started, joi had one office in Dubai with a conversion rate of about 0.8% and the team size was 2 developers.

Before I left, there was a world class team with both tech and non tech (backend developers, frontend developers, full stack developers, architects, managers, iOS/Android developers, testers, content writers, data entry employees) and the conversion rate for Dubai reached about 8% with also having branches in over 12 more cities in KSA, UAE and Jordan

I also managed external contractors and dealing with several providers at the same time

Amazon

Software Engineer

August 2015 - November 2016 (1 year 4 months)

Shanghai City, China

Software engineer in business development department of Amazon's fulfillment center within amazon global logistics

In addition to my role as a software engineer, I was also handling the word between multiple teams in multiple geographical locations as a tech lead. That included worked between China, India and sometimes Seattle/London teams on common features and tasks between all these teams. Also I led multiple projects as the tech lead for the project within amazon

Microsoft

Software Engineer II - Senior Level

November 2013 - July 2015 (1 year 9 months)

Suzhou, Jiangsu, China

Working in Cortana development team. We build the smart assistant "Cortana" for Windows and Windows for with different languages. This requires a non-stop work between developers and scientists in different areas like Machine learning, Big Data, web services, Language understanding, Conversation understanding and speech recognition.

As one of the top senior members of the team, my job went beyond just providing direct contribution as IC, but also as a tech lead who needs to find "whatever is missing" from the team and help getting it done!

Legends - the Series

Author/Writer

May 2014 - December 2014 (8 months)

Working on the series of SciFi/Action-Adventure novels. First to be released worldwide by end of 2014

Fifth Dimension (5d)

Department Head AR & Gaming

January 2013 - November 2013 (11 months)

Maadi, Cairo, Egypt

Fifth Dimension (5d) is a merger of five creative and technology oriented agencies (Mega Media Creative Development, Dream Makers, Global Technologies, Tonic Games and Small World Interactive) specializing in different areas to form a one-stop-shop delivering customer oriented digital marketing consulting, solutions and services company.

My role is managing a medium size team that is responsible for the production of both the augmented reality and gaming solutions and take every single product from early requirements collection all the way into production and release.

The applications we release are built on different platforms: iOS, Android, Facebook, Windows and Mac OS

We use Unity3D, Vuforia for augmented reality and C#

Microsoft

Senior Software Engineer - Contract

October 2011 - March 2012 (6 months)

Redmond, WA

Office 365 team

Lumier Co.

Senior Software Engineer / Co-founding employee

February 2011 - October 2011 (9 months)

Seattle, WA

I built a whole windows shell replacement on my own. My main responsibilities were to build a windows shell replacement using Direct2D, my secondary job was to help building WPF equivalent engine that is capable of dealing with XAML files that are generated from tools like Expression Blend using hardware acceleration though Direct2D but with better performance

Tools: C++, DirectX, Direct2D, WPF

Microsoft Games Studios - 343 Industries

5 years

SDE II

April 2010 - February 2011 (11 months)

Kirkland, WA

Worked in Halo 4 team by working on the backend services. Daily job responsibilities were mainly reverse engineering of old Halo services code to better utilize them into the new Halo title and build documentations out of that code. Also debugging and testing the code that Microsoft inherited from Bungie Studios

Tools: C++, WCF, XDK

Software Design Engineer II

May 2006 - April 2010 (4 years)

Redmond, WA

SQL Server Development Team

Roles: Building APIs, Object Models, Frameworks, and other stuff for both DBAs and Developers that use SQL Server.

During my work period in SQL Server, I built or helped building these components:

1- Helped building SMO framework for SQL Server(C# & T-SQL): it was a data model framework for users who would like to deal with SQL Server without directly writing any T-SQL and doing that through code. SMO stands for Sql Management Objects.

2- Hosted SMO framework inside SQL Server CLR (C# & T-SQL): so people could use call SMO objects directly from T-SQL without the need to build any extra applications for that.

3- Helped building DMF (C# & T-SQL): DMF stands for Declarative Management Framework, which is basically the framework that was built for SQL Server 2008 to enable policy based management. I was part of the team building the framework and the other code parts that the framework was based on.

4- Helped building Sfc (C# & T-SQL): When many teams in SQL organizations began to build their own frameworks for their components (RS, SS, RE, etc.) there was a need to build a base framework that all teams could utilize to build their frameworks without the need to keep rewriting and reinventing the same code again.

5- Helped building / fixing SSMS (C#, C++ & Win Forms): SSMS is the SQL Server Management Studio. It was based on Visual Studio shell and all UI was based on Windows Forms and C# (Except for the visual studio shell parts that were based on C++)

6- Built the whole data layer for SQL Server multi-server management (C# & T-SQL): I built the data layer for the new feature in SQL Server 2008 R2 which is called "SQL Server multi-Server management" which was designed to deal with terabytes of data. I also built more than 50% of the testing framework by building a complete simulation tool to simulate load and data inside the database over time which the test team utilized later and built their whole test framework on.

Software Performance Engineer

March 2006 - May 2006 (3 months)

Redmond, WA

Building and maintaining software solutions that test and monitor SQL Server performance matrices.

Timeline Interactive Inc.

Co-Founder / North America Representative

January 2008 - April 2010 (2 years 4 months)

Redmond, WA

Languages and Tools: C++/C#; Roles: Responsible on all

Location: Remote.

Responsible for communications with publishers in North America + Business Advisor / partner.

NTP Software

Team Lead

December 2005 - February 2006 (3 months)

Nashua, NH

Language and Tools: Visual C++, Visual C#, ASP.Net, Com, Com+, Windows and Web Services.

Roles: Responsible for the management and development for many software solutions and was managing a team of 4 developers.

Sakhr Software House

Software Developer

July 2005 - September 2005 (3 months)

Cairo, Egypt

Department: Testing Unit.

Languages and Tools: Visual C#, Visual C++, Com.

Roles: Responsible for the creating and documentation of some products SDK.

interactive TV solutions

Game Developer and Interactive solutions Engineer

January 2004 - July 2004 (7 months)

Cairo, Egypt

Position: Software Developer while being at school

Languages and Tools: Visual C#, DirectX9, GDI+.

Roles: Responsible for the creation of many interactive solutions and 2D/3D games. The main job was to build 3D games for interactive TV where the user would play the 3D game through his cell phone while watching his favorite TV show. The game would only take a portion of the TV screen to display.

Ractors

Software Engineer

August 2003 - January 2004 (6 months)

Cairo, Egypt

Position: Software Developer while being at school

Languages and Tools: Visual C++, Hooking and APIs Interception.

Roles: Responsible for the creation of the interception and capping model inside many of the company's products. The company was building a security application that forces selected or all application in windows to connect to the internet through one or more proxy servers. I built a solution that was based

on API interception to intercept all calls to networking APIs and reroute them through the new APIs that were built for the software.

Education

University of Liverpool

Master, Artificial Intelligence · (October 2022 - April 2025)

Ain Shams University

Bachelor, Computer Science · (2001 - 2005)

El Makrizy Experimental Language School - Manshiet El Bakry - Cairo

High School, GED · (1998 - 2001)

Perfumery Art School

Diploma in Perfumery Art, Perfumery · (2020)

Heriot-Watt University

Master of Business Administration (M.B.A.), MBA with Specialism in Strategic Planning · (2016)