

# Amr Basha

## Product Manager, Agile & Lean Advocate and Startup Guru

More than 7 years of product management experience with a focus on UX and product development methods. Launched a couple of dozen different apps on multiple platforms. I like to work on challenging problems, especially ones that touch people's lives.



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## WORK EXPERIENCE

### Product Owner KPMG Deutschland

Dec 2015 - Present

Berlin, Germany

- Built and managed two of core enterprise applications in TAX and Audit with budgets ranging from 1M\$ to 7M+\$.
- Built and managed a core external facing enterprise TAX web app that is serving 800+ international clients and 1M+ users yearly.
- Built and managed a core internal enterprise Audit application serving 1000s of KPMG users increasing efficiency by 60%.

### Product Manager Rocket Internet

Apr 2015 - Nov 2015

Berlin, Germany

- Built, launched and managed a full-set of apps (user-facing and internal) for a car-sharing startup at Rocket, opening in 3 countries, achieving 20%+ MoM growth rate.
- Built a one-of-a-kind mobile app for car inspections for a car marketplace startup at Rocket digitalizing it and decreasing inspection time by ~70%.

### Product Manager Arkony

Nov 2013 - Mar 2015

Istanbul, Turkey

An international startup that was building two promising social networks around blogs content and community groups

- Ran two full-stack teams simultaneously while driving the strategy for the two product lines.
- Prepared a full product launch strategies for both products.
- Conducted with my product team 300+ hrs of internal and external user testing.

### Project Manager / PMO Analyst MGD Computer Systems

Apr 2011 - Nov 2013

Cairo, Egypt

One of the biggest e-learning content houses in MENA

- Built and managed a full project management system with near real-time reporting raising the performance of development teams and projects by 60%.
- Built and managed an employee dashboard that included tasks, timesheet, vacation balance and overtime.

### Co-founder, Product Lead CUBE Solutions

Aug 2008 - Mar 2011

Mansoura, Egypt

- Achieved YoY Growth rate of 300%+ for that period.
- Built, launched and serviced the first-to-market ERP system custom-built for local factories.
- Built, launched and managed the first digital portal for court case results across many municipalities in Egypt.

## SKILLS

Agile Project Management (SCRUM, KANBAN & XP)

UX Design & Process

Product Launch Strategy

Feature Road-mapping

Leadership & Mentoring

Budget Management

Usability Testing

Communication

Business Analysis

SW Development Knowledge



## EDUCATION

### B.Sc. of Engineering (Computers and Systems) Engineering College, Mansoura University

2009 - Mnsoura, Egypt

## PERSONAL PROJECTS

### Green Hub

Mar 2017 - Present

Building a mobile platform for plants owners to help them care for their plants through recommendations and automate some actions through additional IoT devices that we are working on.

### Real-time Building Automation System

Aug 2008 - Aug 2009

Designed and built a fully integrated Real Time building automation system with a tech stack of RTOS, RTJava, PIC Micro, JavaSE and custom built communication protocol.

## LANGUAGES

English

Full Professional

Arabic

Native

Deutsch

Basic

## INTERESTS

Design

Photography

Playing Violin

Gaming

Reading

Green Tech

Psychology

Personal Development

Physics

Running