Adam Nassef

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Education

University of Toronto • *Sept. 2022 – Jun. 2026*

Honours Bachelors of Arts | **Major:** Cognitive Science | **Minors:** Psychology**,** Business German

- Completed Harvard CS50x. (Credential ID: 3821537b-33c0-4e40-b023-9564c910ff7e)

Experience

Amazon · **Product Management Intern**

Berlin, Germany • May 2025 – August 2025

- Owned end-to-end development and launch of OpsClock Core, a React-based capacity planning and operational analytics platform for Amazon Sort Centers; reduced manual analysis time by 80% and drove rapid stakeholder adoption.

- Led the deployment of Laminar (internal Project Management tool) within the simulation team to standardize and streamline simulation intake workflows across the department, enabling automated task assignment and progress tracking.

- Created a centralized WikiX knowledge hub to improve internal documentation and reduce onboarding time across product and engineering teams.

Lufthansa Technik • **Product Development Intern**

Hamburg, Germany • May 2024 – September 2024

- Designed, prototyped, and led certification of a new cabin connectivity control feature, ensuring compliance with international radio regulations through coordination with global regulatory bodies for approval and deployment.

- Collaborated with cross-functional engineering teams to drive the development of VIP/ Business aircraft cabin systems (Pilatus PC-24 & Bombardier Global 7500/8000), ensuring alignment with customer needs, technical requirements, and product delivery milestones.

- Led a full overhaul of Jira workflows and dashboards in an Agile environment, implementing automation (e.g., cross-org burndown charts, Advanced Roadmaps) to give program managers real-time visibility into sprint progress, blockers, and delivery status across internal teams and subsidiaries; reported directly to the Director of Product Development.

- Aligned stakeholders during key product lifecycle reviews (Daily Standups, Design Reviews, Steering Boards) by presenting milestone progress, surfacing delivery risks, and proposing solutions to keep development on track.

Minty Marketing Solutions LTD. • **Founder**

London, United Kingdom • November 2021 – August 2022

- Founded a marketing and product launch agency during a gap year, driving $1.5M+ in annual revenue by validating and scaling early-stage consumer products.

- Led the go-to-market strategy for numerous product launches, including a campaign that generated $1M+ in revenue within 24 hours through integrated earned, paid, and influencer marketing.

- Collaborated directly with clients on product positioning, user segmentation, and value prop refinement across 20+ campaigns.

- Hired and managed a 40+ person contractor team across design, content, and growth; built internal workflows and SOPs to streamline campaign execution.

Skills

- **Languages:** English (Native), German (Native), Arabic (Intermediate)

- **Programming/Data:** Python, R, SQL

- **Tools:** Figma, Sketch, Jira, Excel, Microsoft Project, Adobe Photoshop