

# Adam Elshafei

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## WORK EXPERIENCE

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### Valsoft - Montreal, Canada

#### Product Manager

MAR 2022 – MAR 2025

- Owned product strategy for **Agora**, an API integration platform for hospitality, **RoomMaster**, a legacy hospitality PMS, and **DockMaster**, the U.S. leading marina management platform.
- Used **AI-assisted prototyping** (Cursor, Replit) to validate new features in hours, not weeks, boosting iteration speed and product market fit confidence.
- Led data-driven discovery and delivery of 20+ **API integrations** (Lightspeed, Toast, Revinate, etc.), driving **10x API adoption** and **\$300K+ ARR** growth in multiple categories (POS, CRMs, channel managers, revenue management systems)
- Owned end-to-end delivery and compliance of a payment platform now processing \$10M+ annually.
- Validated feature ideas using AI prototypes, lean experiments and user interviews ensuring high product-market fit
- Defined PRDs, epics and user stories with clear acceptance criteria to ensure features were delivered to spec.
- Built data-driven PRDs, roadmaps and discovery processes that cut feature delivery time by 30%+ from both engineering and QA teams.
- Contributed to technical design and architecture projects across products. Led a backend performance initiative that resolved peak traffic latency issues, reducing peak traffic latency by 80% (20s -> 3s).
- Partnered with marketing and sales on GTM, training, and integration-launch campaigns.

### Restaurant Brands International (RBI) - Toronto, Canada

#### Associate Product Manager

OCT 2021 - MAR 2022

- Owned shared UI component library delivery for mobile app redesigns across Tim Hortons, Burger King, and Popeyes.
- Coordinated 3 engineering teams, design and QA, managing dependencies and running cross functional grooming to build alignment across the teams.
- Created and owned the backlog of user stories and epics for the mobile app redesigns.

#### Senior Data Analyst

MAR 2020 - OCT 2021

- Built PowerBI + SQL dashboards to track performance of retail products across major US & Canada retailers.
- Automated legacy reporting workflows, saving 15+ hours per week in manual reporting.
- Delivered actionable forecasts and insights for 20+ retailers across North America.

#### Analyst

MAR 2020 - MAR 2021

- Supported national rollout of third-party delivery (UberEats, DoorDash, SkipTheDishes) to 1000+ tim hortons locations.
- Managed onboarding for Tim Hortons stores to the delivery program during the Tim Hortons response to COVID-19.
- Automated inventory workflows and coordinated launch of 15+ new SKUs nationwide.

### Ericsson - Montreal, Canada

#### Software Developer (Co-op, Full time)

MAY 2017 - MAY 2018

- Developed an internal documentation tool using React and Node enabling documentation generation from a web UI.
- Built and deployed a DevOps monitoring dashboard using Angular and Java integrating CI/CD pipelines to provide DevOps visibility for internal teams.

## SKILLS

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**Product & Strategy:** AI Prototyping, Product Roadmaps, PRDs, Agile/Scrum, Product Discovery, Jira, Confluence, Figma, Market/Competitor Analysis, KPIs.

**Technical:** Python, Node.js, React, JavaScript, REST APIs, Git, PowerBI, SQL.

## EDUCATION

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### Concordia University - Montreal, Canada

2014 – 2019

#### B.Eng in Computer Engineering

**Activities:** President, Concordia International student association (2017-2018), Engineering and commerce case competition (2018), Accenture engineering case competition, 1st place (2017)