Hello, I'm Ahmed Kleit

Based in São Paulo - Brasil | +55 11 97128-3696 | kleit.ahmed@gmail.com

I'm a person motivated by new experiences and cultures.

I'm passionate by solving complex problems by design, open communication and technology.

Working in different environments, and situations allows me to build a solid ande richest experiences (Automotive, Chemical, AgriTech, PR Tech, Venture Capture industries).

The more open you are, the more diverse you will be. With this ability I have more empathy to understand and provide solution for peoples.

Education

University of Paris I Panthéon-Sorbonne
Master II Pro - Multimédia & Interactive Media Design
2013 – 2014 | Paris - France

Centro Universitário Belas Artes de São Paulo
Bacharel, Graphic Design
2008 – 2011 | São Paulo Brasil

Certified Scrum Product Owner® CSPO
Certified expired in 2020

Free courses (one week per course)
- Data visualization and visual journalism
- Jingle creation lab
- Graphic design for advertising
- Interactive digital design

Skills

Self-motivation   Solver problem   Product management   Sense of owner   Team Leadership

Customer centric   Data driven   Entrepreneur   Product design (UX/UI)   Product Strategy

Business Development   Go-to-Market Strategy

Experience

Agrivalle Brasil | Apr 2021 – Present (1 yr 4 mos)
Specialist Digital Innovation & Business Development

As a specialist in digital innovation and new businesses, my principal drivers are people. I'm Manage digital strategy, buying or building new technologies, products (soft and hardware), and making partnerships with startup or biotech companies. Everything is destined for our multiple users (intern team, clients and partners) according to our strategic goals.
In one years and half I've been working directly with different teams.

Achievements until now:

- Working for the sales teams, we bring our First (offline) digital tools - Decision base by best UX for our salers, we have high adoption and engagement. For our client we provide a digital report with all the meeting/visit details.

- Working with Customer services, sales and R&D teams, we started our first digital platform, called Conecta. Our first goals are focused on our sales team, and in the future opened for clients and visitors.

  - We create an MVP connecting R&D team to the sales teams, providing compatibility of our product with others and only via Conecta. That feature gives technical support for salers during negotiations.

  - Today Conecta became the main tool of our sales team.

- Working with the R&D team, we bring technologies of precisions in our development routine, now a hardware scan and classify leafs disease. That provides more accuracy, more efficiency and data to measure improvements.

Experience

MMK Partners (Agria Partners) | Apr 2015 – Sep 2018
Founder and Product Specialist

Agria Partners was born as an advisory company to provide Go-To-Market strategies for startups in the agribusiness in Brazil.
One year later we expanded for other markets, and started to provide Go-To-Market and Corporate Finance assessment. Facing diverses challenges:
- Create new products based on GTM strategy
- Suport marketing and sales providing technical information
- Connect our client to investors or strategic partners

Achievements at MMK:

- Case 1: Tbit - Based on our Go-To-Market, we connect our client with a big player on the market and they make their first big sales and partnership.

- Case 2: Irricontrol - We decide to exchange assessment for equity and we provide Go-To-Market strategy, new UX/UI design for the product and after one year, they close the first investment (Serie A) and we receive our share.

- Have the opportunity to learn about private investment, venture capture ecosystem and deal with big corporates

Knewin | Jan 2020 – Mar 2021
Product leader (B2B and SaaS) - *last position*

Leading the product teams, developers and designers (arout 15 persons). The biggest challenge for a small product team in companies with global challenges is being sharp and accurate on priorities decisions. Communication and teamwork are the key value, to find creative solutions

Product - Taking the lead for all products was a big challenge, we created a suite of products, combining the best from each product to provide smart solutions based on users and market needs Our products were used in Brazil and Mexico, and provide services for +8 countries in LatAm.

Strategy - Planning strategy, define KPIs metrics, and roadmap, based on company goals.

✕

Product Manager SaaS | Oct 2018 – Dez 2019

Help to build the first dedicated product team, define roles, squads, leading and managing a team able to make recurring deliveries.

The main objective was to adapt our two saas products and support the international expansion of the company. In the first year we became leaders in Brazil and started to provide services in more than 6 countries. The second year we became the most relevant database in Latin America for media monitoring.

Achievements at Knewin:

- Create tools to increase productivity for our operation team
    - Tools to crop images of magazines and newspapers.
      Working directly with a developer, we create together a new UX to crop images and make the OCR of the content. **Key number: old version 10 min per article VS new version 2min per article**

    - We build more than 100 automated scripts and stop doing these processes manually.

    - Reducing infrastructure cost - Working directly with a developer, we adapt our system to change a paid OCR, to the open source Tesseract, just changing the UX of our system, and maintain the text quality.

- After more than 1 year making improvements to attend our operation team, we see the results: In the past we were 90 people attending 300 clients and after improvement we need 45 people for more than 500 clients.
- API Social Media - Working with the social media team, we face a challenge called: Covid-19. We had to increase exponentially our capacity for data monitoring, to support clients demands. We rebuild all our api connections according to technical documentations from each social media (Twitter, Instagram, Facebook and YouTube). **Key number: Capacity before Covid-19 was ~300k of data per month / Capacity after is ~900k of data per day**

- **Building a product team was for me an incredible experience. I helped colleagues to grow as individual professionals, but also as people capable of working as a team and overcoming challenges through collaboration.**

101 Chefs (Startup from Baobbá) | Apr 2016 – Sep 2017
Co-Creator and Product Leader - *last position*

After almost 1 year, we have launched our first product. A Marketplace platform to connect cooks to neighbors looking for homemade food. 101 Chefs was born to empower this community and support them on the most difficult part of the business, recurring customers and more revenues.

As a founder, I worked from scratch on that product, defining GTM strategy for the launch, and defining success metrics for our MVP. I also work as product designer of the platform with volunteer developers from different parts of Brazil.

×

Baobbá | May 2015 – Apr 2016
Co-Creator and Product Leader

Baobbá was an Open Business Movement.

A friend came to me to create a horizontal company, no one would have a higher paycheck, or would be a majority shareholder. Everyone involved would be equal.
With this concept in mind, we started looking for product ideas with local impact or finding projects to support.

In six month almost 20 people joined the team and Baobbá was born with 2 objective:

- Cultivate and improve our organizational model

- Support or create product with local impact, we had 4 products/projects

    - **101 Chefs** - Marketplace of food - **We create**

    - **Academia da natureza** - Implement Agroforestry management for local producers - **We create**

    - **Quintal de trocas** - Marketplace to exchange old toy - **We support**

    - **Personal Brasil** - Marketplace to connect a personal trainer in the neighbors - **We support**

Achievement at Baobbá and 101Chefs:

- Build a product with no money, based on collaboration.

- Define strategy to launch a marketplace to multiple users at the platform.

    - In the first 2 month with no marketing budget we have more than 150 active cookers on our platform. We start focused on São Paulo and Rio de Janeiro cities.

- Learning about empathy and healthy communication to solve problems.

- Learning about failing, yes we failed and after almost 2 years we decided to phase out Baobbá.

Groupe PSA (Stelantis) | Apr 2014 – Dec 2014
UX/UI Designer

As a UI/UX designer, it was a unique experience, working for the future onboarding computers. Creating an interactive interface, with all the safety recommendations for the driver and passengers. I specifically worked for the Citroën brand, for two onboarding computers - Human Machine Interaction. Besides that I have the opportunity to dive deeply on this brand, looking for market trends, benchmarking competitors and analyzing study cases to make the best delivery possible.

> **Achievement at Groupe PSA:**
>
> - In less than 3 months, after present a concept proposition, I receive the opportunity to work with other a colleague designer on a global project
>   - Onboarding computer for the next generation of cars in 2018.
> - Have the opportunity to create the interfaces, based on legislation and global safety.
> - I have to learn about different cultures and how we have to "tropicalize" (or adapts) our interfaces to have more success with the users (eg: Chinese market).
> - I could learn more about user experience and ergonomy to provide the best and safe design experience.

BossaNovaFilms | Mar 2013 – Jul 2013
Graphic Designer

Advertising Production Company, feature films, TV. Designer to the Producer House, responsible for the company's image in all platforms of communication (web and offline) and for the conception/creation of arts pieces (Internal clients: Endomarketing and Advertising Department).

Meio&Mensagem | Mar 2011 – Feb 2013
Graphic Designer

Designer at the Editorial, developing the graphic and interactive project for iPad (using: WoodWing and Adobe Digital Publishing), the company's new product. Additionally, responsible for Art Direction, special projects for the publisher and social networks. Development of illustrations (on demand) for the newspaper.

Campus France Brasil | Dec 2007 – Sep 2009
Intern

As an intern, I had the privilege to work with the event team in severe challenges. Creating graphic design to promote events, negotiate with suppliers, make talks, presentations and support all participants of the events, traveling with them, helping with translation or any needs, for all along the events.