

Ali Tawfiq

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SKILLS AND INTERESTS	Product management, startups, rapid prototyping, product coaching, online communities, social networks, digital product design, digital health, content personalization, human-centred design	
SUMMARY OF QUALIFICATIONS	<ul style="list-style-type: none">• Founded, built, and grew a venture, Boomerang, that tackles social isolation for baby boomers• In 6-months we shipped our app to 70k registered users with 20% weekly engaged users• Managed and grew a team of 15 product managers, designers, marketers and ops team members• Managed and grew the core product at 500px, an online social platform with 14 million users• Applied human-centered design to prototype new ventures in the online communities space• Devised product strategies for fintech, social networking, community and wearable tech products• Possess proven team management skills and advocate for capital efficient product development• Offer freelance on product strategy, rapid prototyping, product experimentation & coaching	
WORK EXPERIENCE	Co-founder and CEO <i>Boomerang (goboomerang.com)</i>	Feb 2019 - Dec 2021 Toronto/Remote
	<ul style="list-style-type: none">• Researched, prototyped and built an online platform for retired people to tackle social isolation by offering experiences and meet-ups to exchange skills, learn and connect• After scrappily building an MVP with no code and acquiring 8k users, I secured two small rounds of funding to grow the team, continue growing the platform and to accelerate user growth• Led the team efforts to pivot our product during the pandemic, launching and growing our app to over 70k users, with 20% WAU and 10% MoM revenue growth• Enabled and mentored our earliest team members to grow into a leadership team that supports each of the functional units (Product, Operations, Marketing and Engineering)• Alongside a talented team of designers, developers, digital marketers, and operations we've built a culture of hypothesis driven testing in order to validate the venture at scale• After growing the team to over 15 employees, my role shifted to mostly focus on the business side, medium to long term strategy, partnerships and team growth and enablement• As of December 2021, I shifted to an executive advisory role	
	Product Director/ Executive Advisor <i>RBC Ventures</i>	April 2018 - Present Toronto/Remote
	<ul style="list-style-type: none">• Support venture leads with mapping out, validating and strengthening their product strategies• Enable early stage ventures with data driven product experimentations and rapid prototyping• Introduce and implement lean product development practices at early stage and scaling ventures• Tasked with identifying pain-points, prototyping, building, and raising funds for new ventures• Coach existing product teams with adopting an agile and rapid approach to product development• Build & launch MVPs to validate needs, test hypothesized solutions and validate user demand	
	Product & Business Advisor <i>Freelance (alitawfiq.com)</i>	2015 - Present Toronto/Remote
	<p>As a freelance product manager and startup consultant I work with small to medium size startups on product experimentation, rapid prototyping, product strategy and product coaching. I specialize in utilizing scrappy and capital efficient means to validating early stage concepts, building MVPs and iterating to find problem/solution and product/market fit</p> <ul style="list-style-type: none">• Product Experimentation: help with mapping out the full scope of product experiments, including: scoping the experiment parameters, mapping out the user journey, identifying KPIs and managing the execution	

- **Rapid Prototyping:** help with validating new product/ feature hypotheses through no-code prototyping, including: building landing pages, integrating with payment providers, integrating analytics, and synthesizing the learnings
- **Product Strategy:** support venture and product leads with mapping out, validating and strengthening their product strategies, including: mapping out competitive landscapes, roadmap validation and business concept validation
- **Product Coaching:** support and strengthen the skills of existing product teams to help them adapt agile and rapid product development practices

Lead Product Manager

May 2016 - April 2018

500px

Toronto, Canada

- Defined and owned the community product roadmap, defined success metrics and managed scope and expectations with internal and external stakeholders
- Developed lean and agile product development practices by seamlessly integrating design sprints and Engineering sprints to focus on problem solving and iteration
- Worked with the engineering, marketing and design leads to align business strategy with product strategy and lead the team to an acquisition
- Prioritized work across product, tech and design to balance the ROI for the user and 500px
- **Products:** personalized photo discovery, paid online educational classes, global photographer directory, premium memberships and online photography marketplace

Product Manager - Core Product at 500px

- Managed and shipped products to a global community of over 14 million photographers with a mission of making 500px the place where photographers grow
- Managed multiple major product launches from inception to completion that enabled 500px to deliver added value to our membership product and be on track for a 60% YoY revenue growth
- Worked cross-functionally with Design, Engineering, Marketing and the Product teams

Co-founder & Product Lead

Oct 2015 - Feb 2017

harvst Health

Toronto, Canada

Part agency, part venture; harvst focused on helping Orthopaedic surgeons monitor post-op patient recovery by connecting wearable data to pre-existing EMR platforms

Engineering & Product Lead - OMsignal

Mar 2014 - Sept 2015

Software Developer - Huron Technologies

Feb 2013 - Aug 2013

Algorithm Developer - GE Healthcare

May 2012 - Nov 2012

Research Assistant - University of Toronto

Sep 2009 - June 2012

EDUCATION

M.A.Sc. in Electrical Engineering

Sept 2010 - Nov 2012

B.A.Sc. in Electrical Engineering (Bioengineering Minor)

Sept 2006 - June 2010

University of Toronto

Toronto, Canada

EXTRACURRICULAR ACTIVITIES

Speaking engagements - Ruby Lighting Talks, Roadmunk

Educator - Product Management - Brainstation

Volunteering - Hacking Health, Free the Children, MSF

INTERESTS AND HOBBIES

Travelling & Photography: [instagram.com/atawfiq](https://www.instagram.com/atawfiq), [500px.com/atawfiq](https://www.500px.com/atawfiq)

Sports: Soccer, running, tennis and skiing

REFERENCES

Available upon request