

Hashem E. Zahran

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Business Development & Product Management Expert

Motivated and results-focused Business Developer and Product Manager with more than 10 years of experience spearheading effective product deliveries in meeting complex business needs across a diverse portfolio of organizations and co-founded technology startups. Possess a combination of project management, team leadership, information technology, and business development skills. Demonstrated ability to catalyze lucrative results through comprehensive analytical and business process/requirement modeling skills while complying with budget and time constraints. Strong interpersonal talents with a passion for cultivating lasting relationships. Engaging speaker and skilled written communicator. Seek to benefit top organization by improving performance, return on investment, and quality through project implementation.

Areas of Expertise & Proficiencies

- Full Product Lifecycle Management.
- Budget Development and Management.
- Stakeholder Relationship Management.
- Planning, Tracking and Governance.
- Change and Deliverable Management.
- Risk Identification and Mitigation.
- Motivational Leadership.
- Innovative Problem Solving.
- Process Improvements.
- Learning and Development.
- Presentation and Public Speaking.
- Sales Pipeline Tracking & Planning.

Education & Certifications

Alexandria University, BA in Sociology, 2006.
Stanford Technology Ventures Program, VenturesLab
Technology Entrepreneurship, Online 2013.
YC Startup School, Graduate November 2018.
Harvard Business School Online, Business Analytics,
Financial Accounting, & Economics, May 2020.

Microsoft Certified Professional, Managing Windows
Server Environment, 2007.
Hewlett Packard: Energy Efficiency, Effective Leadership,
Social Media Marketing, Social Entrepreneurship, 2014.
LinkedIn: PM Fundamentals, Project Management
Simplified, Triple-Threat project Manager, 2017.

Professional Experience

Flicron - Mashaheer Wa Manssat Tech Co., Riyadh, Saudi Arabia - *Full Time* 01/2018 - PRESENT
Chief Business Development Officer - Board Member

Managed the overall online strategic and operational marketing and customer relationship activities while taking ownership of business sales and marketing functions. Maintained and planned an innovative overall organization policies and goals related to business development and product management.

Key Deliverables:

Flicron - Micro-Influencers Marketplace

- Initiated the development and the startup phase of the Saudi's first micro-influencers marketplace within 3 months utilizing only 60% of the allocated project budget.
- Successfully on-boarded 2,000+ influencers to the platform within the initial 3 months of launch phase.
- Managed a followup online marketing campaign to further develop a client base for 3 months resulting in 7 digits Saudi Rials in sales income.
- Curated a portfolio of 30+ highly qualified key accounts throughout Saudi Arabia for local & international brands.
- Raised overall company valuation by Multi-Million Valuation within 6 months of full business operation.

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Mayader Company Ltd., Riyadh, Saudi Arabia - *Full Time*

04/2017 - 04/2019

Director of eBusiness Development

Spearheaded a number of technology-based initiatives to optimize operational efficiencies and deliver digital transformation leveraging cloud-based architecture and best of breed tools, enabling reduced operating costs, higher service availability and scalability, and enabled of increased business procurement through improved channels to market.

Key Deliverables:

Mahham - Household Micro-Services Platform

- Managed the execution and delivery of both Web and Mobile applications along with graphical enhancement across a variety of platforms.
- Directed all phases of product from initiation, design and development, through to final delivery.

eBusiness Development Department Workflow for New Business Ideas

- Adopted an agile phased delivery of product initiation for different scopes (B2B, B2C) taking in mind market requirements during startup phase.

Al Quiyadia for Media & Advertising, Riyadh, Saudi Arabia - *Contract*

01/2017 - 04/2017

Design Studio Manager

Orchestrated innovative digital transformational change through technical leadership to implement systems and processes for operational efficiencies and enhanced client experience. Achieved a number of high-impact deliverables within a very short timeframe with zero budget, coordinating the design, execution, and training to studio employees. In parallel managed day to day operations of the studio incorporating studio schedule management and deliverable quality assurance.

Key Deliverables:

Internal Design Studio Workflow

- Developed and documented a 15-step critical operational workflow, implemented through “JIRA” task management software with iterative monitoring and review cycles, achieving 35% reduction in studio time.
- Delivered document templates for client and creative briefs.

Artwork Archive System Enhancement

- Championed the introduction of a consolidated cloud-based archive system, eliminating disparate legacy hardware, providing a more secure, scalable, and secure solution.

Leading Interactive Technology Co., Riyadh, Saudi Arabia - *Full Time*

09/2015 - 01/2017

Professional Services Product Manager

Responsible for managing delivery of complex high-value projects across numerous Web and Cloud based systems. Played a pivotal role across project competencies incorporating planning, risk management, change management, quality assurance, finance, and reporting to senior project stakeholders.

Key Deliverables:

Motel Property Management System

- A 12-week project to deliver an enhanced PMS interface with a budget of SAR 50k. Introduced a revised pricing model for products based on new features.
- Successfully on-boarded the cloud-based software to one of the largest telecom marketplaces in KSA.

Activira ERP Solution

- An 8-week project to deliver a cloud-based simple ERP solution, establishing a pricing scheme and creating an online/offline marketing plan for the product with a budget of SAR 30k.

~ Extensive prior experience in Product Management and Technology Startup Roles - Refer Page 3 ~

Hashem E. Zahran

Volunteering and Philanthropic Activities

TechStars, Regional StartupWeekend Facilitator, 05/2011 - 09/2018.

USAid Egypt Competency Program, Advisor, 01/2014 - 04/2014.

The Founder Institute, Chapter Co-Director, 09/2012 - 08/2013.

Startup Cup Egypt, National Mentor, 06/2012 - 11/2013.

~ **Numerous Mentorship, Speaker, Host, and Judge Roles** ~

Career History

Dates	Role & Organization	Key Skills / Achievements
03/2012 - 09/2015	Managing Director. Cloud7Labs LLC.	<ul style="list-style-type: none">• Reduced average contract expenses by ~30% through aggressive vendor negotiation.• Create complex and reliable financial tracking tools and models to aid monitoring of product performance.
02/2012 - 08/2014	Co-Founder & COO. Tabshora S.A.E.	<ul style="list-style-type: none">• Operational objectives and milestone development.• Product Management, Team Leadership.
09/2010 - 02/2012	Senior Web Designer. eSpace Technologies S.A.E.	<ul style="list-style-type: none">• Wireframe, screen-flow diagrams, UI Specs.• Prototype development and demonstration.• Defined and measure KPI's using site metrics.
07/2009 - 10/2010	Senior SEO & SEM Analyst. Arab American Chamber of Commerce.	<ul style="list-style-type: none">• Expanded product line and implemented Search Engine Optimization techniques.• Managed internal/external marketing campaigns and strategies.• Brand development and client relations.
11/2007 - 07/2009	Senior Outdoor Sales Supervisor. Master Media IT Solutions.	<ul style="list-style-type: none">• Developed sales strategies and negotiated profitable projects.• Introduced innovative sales pitch techniques.
10/2005 - 11/2007	Co-Founder & Project Manager. Skin Arabia, Inc.	<ul style="list-style-type: none">• Implemented efficiency strategies.• Developed training programs.• Optimized service procedures.
06/1999 - 10/2005	Co-Founder & Support Supervisor. Magic Technology Group S.A.E.	<ul style="list-style-type: none">• Creative problem solving.• Hardware and software procurement, installation, and maintenance.