

# Hussam Zaghal

Product and Growth Leader

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## EXPERIENCE

### Freelancer and Creator

March 2023 - Present

#### *Product Growth Consulting*

- Developing and executing product growth strategies for pre-seed and Series A fintech startups
- Scratching my product design itch by learning UI/UX, Figma and writing more on my [personal site](#)

### [Entrepreneur First](#) (Accelerator)

October 2022 - December 2022

#### *Founder in Residence*

- Ran 50+ customer interviews to invalidate hypotheses on challenges with accessing mental health care
- Participated in rigorous 12-week bootcamp and pitched weekly to a panel of judges at leading VC firms

### [Shakepay](#) (\$35M Series A)

April 2020 - September 2022

#### *Product Manager*

- Led Growth team of 4 to drive \$840M in total exchange volume and increase MAUs by 400% to 150,000
- Launched Canada's 1st [Bitcoin prepaid Visa card](#) creating 120,000 cardholders in 6 months (79% retention)
- Captured 180,000 waitlisters and grew payments volume by 900% by launching the [Shakepay Card waitlist](#)
- Grew card transaction volume by 28% by launching [ShakeSquads](#) adopted by half of 13,000 card WAUs
- Increased card retention by 30% by launching [Shakepaid](#) which grew average spend per user by 512% and average transaction count 1,000%
- Successfully finalized agreement to launch the Shakepay Card program managing a complex, year-long, multi-stakeholder deal cycle involving Visa, Marqeta and People's Trust

### [Impact Card](#) (acquired by RBC Ventures)

October 2018 - January 2020

#### *Growth Lead*

- Acquired 20,000 waitlisters and \$1M in assets by launching Impact Card and [Lake Wealth](#) (AI roboadvisor)
- Crafted and pitched company vision to Canadian financial institutions leading to RBC Ventures acquisition

### [Coinsquare](#)

January 2018 - September 2018

#### *Senior Wealth Associate*

- Drove \$1M in monthly revenue from high net worth individuals trading \$100,000+ crypto over-the-counter

### Self-Employed

October 2016 - January 2018

- Built a portfolio of profitable businesses comprised of 2 ecommerce brands and co-owned Toronto Airbnb

### [Meltwater](#)

October 2014 - October 2015

#### *Client Success Manager (CSM)*

- Grew value of \$2M portfolio by 65% while attaining 100% quota and achieving top 5th CSM out of 90 reps

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## EDUCATION

### [Reforge](#)

2022

Advanced Growth Strategy, Retention & Engagement Deep Dive

### Queen's University

2010 - 2014

Bachelor of Engineering, Mechanical Engineering

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## PROJECTS

Advisor: [Beaver Bitcoin](#), [Satsback.com](#)

Writer: Published 50+ essays on [product](#), [startups](#) and creativity on Twitter, LinkedIn

Amateur Muay Thai Fighter: Currently training for my first fight!