

Mahtab Soin

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Experienced sales leader with 12 years of experience driving operational excellence and customer success across global markets. Proven ability to translate complex technical solutions into compelling business value propositions. Adept at building strategic partnerships, leading high-performing teams, and accelerating revenue growth in multi-industry environments (energy, education, and technology sectors). Certified in Azure cloud platforms with a passion for digital transformation.

Experience

Space Copy

Business Development Consultant (Canada)

Dec 2024 – current

- **Spearheading partnerships** with aerospace/defense leaders, aligning additive manufacturing solutions with enterprise technical requirements
- Actively seeking \$5 million in **seed funding through** investor pitches and research grants in US and Canada
- **Accelerating R&D pipeline** through academic partnerships with 6+ engineering schools
- **Developing GTM strategy** for space-grade 3D printing services

Master-Ed (Self-driven GenAI Project: www.master-ed.com)

Creator & Product Strategist (Canada)

May 2024 – current

- Designing a **B2B AI-powered platform** that enhances educational outcomes by providing personalized learning environments for students and customizable teaching tools for educators.
- Validated product-market fit through enterprise-level discovery calls with 100+ educational decision-makers
- **Scalable AI environments**: Designing cloud-based scalable AI systems that balance automation with human oversight, ensuring critical thinking remains central to learning.
- Piloted B2B SaaS pricing models

SLB (Schlumberger) Limited

Program Leader: Reliability Support Centre (Canada)

June 2021 – April 2024

- Founded and led a **global program** aimed at improving reliability and lowering the cost-of-service delivery
 - Achieved \$4.5 million in annual cost savings through **data-driven initiatives and optimizations**
 - Directed operations across 4 business lines and 30 geo-units, driving cross-functional collaboration
 - **Built and mentored a high-performance team** fostering a culture of continuous improvement
 - Awarded "Performed by SLB" accolade for innovation and business impact
 - Implemented **agile methodologies** to ensure rapid deployment and iterative improvements
 - Engaged stakeholders throughout customer lifecycle: advocacy, development, adoption, renewal
- **Digital Transformation: IoT-Driven Innovation & Predictive Maintenance**
 - Developed IoT-driven products for real-time health monitoring and reducing operational risks
 - Prioritized and executed **large-scale cross-functional AI/ML initiatives**
 - Designed and deployed predictive models and automated data pipelines for early fault detection, thereby reducing downtime and enhancing decision-making
 - **Integrated new predictive maintenance solutions** with existing asset management platforms
 - Partnered with external teams (IBM, Samsara, Element) to scale AI-driven deployments
- **Business Intelligence & Cross-Functional Strategy**
 - **Delivered 30+ BI projects**, integrating complex datasets across operations, supply chain, finance, and personnel domains, enhancing data-driven decision-making
 - Integrated **Azure-based dashboards used by 50K+ global users** for real-time asset management
 - Drove customer success by identifying and addressing pain points with innovative, data-centric tools
 - Actively engaged with stakeholders to improve BI outcomes, ensuring continuous value delivery

Operations Planning Manager (Saudi Arabia)

July 2018 – May 2020

- **Managed resource planning and fulfillment** for 30+ fleets in 24x7 global operations, collaborating with stakeholders across operations, maintenance, sales, and supply chain.
- Led **demand forecasting**, global resource sharing, and managed \$20M+ in annual capex for 3,000+ assets.
- Increased asset utilization by 15% and eliminated non-productive time, driving operational efficiency.
- Reduced leasing, rental, and maintenance costs by \$15M annually through process optimizations.
- Developed and deployed the **"Asset Portal," automating workflows** to cut job preparation time by 30x

Engineer-in-charge/ Account Manager (Saudi Arabia, Qatar, UAE, Kuwait)

Sept 2012 – June 2018

- **Led operations and sales efforts in the busiest global location** generating \$50M+ in revenue
- **Championed customer success** in 120+ complex projects with **zero service quality incidents**
- **Innovated "live descaling" technology**, reducing job time by 75% and costs by 60%, driving \$20M in revenue and earning **2 awards for innovation and impact**.
- **Process innovation**: Introduced fluid recycling in Saudi operations, cutting water consumption by 80%
- **Spearheaded sales** for 8 offshore projects in Qatar, securing \$10M in revenue and \$7M in new contracts
- Commended by both clients and executive leadership for exceptional performance and business impact

Fitterfox

Start-up Co-founder (India)

Sept 2015 – Feb 2016

- Developed a **freemium online fitness product** offering bespoke personal training
- Led product, content and marketing efforts: **scaled the app to 100,000+ unique users**

Education

Rotman School of Management, University of Toronto

2023 – 2024

Executive MBA, GPA: 3.93/4.00

Strategy, Leadership, Entrepreneurship (Creative Destruction Lab)

Received The Jane Tyerman award (leadership, academic excellence & contributing most to the learning experience)

Indian Institute of Technology, Kharagpur

2008 – 2012

Bachelor of Technology (Hons.), Top 10% of class

Head of Robotics society, Editor-in-chief of campus newspaper

QuantInsti

Executive Program in Algorithmic Trading (Certification), Rank 2/180

2021 – 2022

Tools and Technologies I've Worked With:

- Languages: Python (NumPy, Pandas, Matplotlib, Scikit-learn, PyTorch), SQL
- Business Intelligence: Power BI (DAX), Data Studio
- Cloud Platforms: Azure, GCP
- AI/ML: LangChain, Hugging Face

Personal

- Active equities and options trader, focusing on fundamental research and momentum-driven strategies
- Enjoy cooking, staying engaged with trends in economics, public policy, business & technology