

# Nasr Kasrin (PhD)

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I am a technology leader with 15+ years of experience in AI, data architecture, and large-scale digital systems. From startups to global enterprises and multi-million Euro R&D initiatives, I have built innovative solutions, led high-impact teams, and shaped strategic technology directions.

At PUMA Global E-Commerce Engineering, I drove **organizational and architectural strategy**, fostering cross-team collaboration and innovation. I founded **Technical Cats of E-Commerce** to enhance technical leadership and accelerate innovation.

I specialize in **turning emerging technologies into scalable business value**, balancing rapid prototyping with long-term strategic execution to drive growth and transformation.

## Experience

### Lead Solution Architect

PUMA SE, GLOBAL E-COMMERCE ENGINEERING

2024 - present

Herzogenaurach, Germany

- Led and scaled two cross-functional teams (4+4 engineers, +2 leads), driving a **20% performance boost** for PUMA.com.
- Founded the **Technical Cats of Ecomm**, a company-wide initiative for **engineering collaboration, knowledge-sharing, and technical PR**.
- Designed and developed an **AI/LLM-powered framework**, optimizing software engineering efficiency and automation.
- Resolved a critical, long-standing issue that was causing **90% order loss** during high-traffic product launches.

### Research Scientist | Doctoral Candidate | Founder-in-Exploration

FREELANCE

2021 - 2024

Bamberg, Germany

- Invented **The Basin Network**: a next-gen data architecture for interoperability and integration of ML data across teams and enterprises.
- Built **MuzeAI**: an open-source LLM-driven music recommendation prototype, with positive feedback from pilot users.
- Was co-founding a B2B startup (medical sector) for AI/LLM-driven solutions (left when joining PUMA).

### Research Associate (Team Lead | Dev Lead | Architect | Data Solutions Engineer)

UNIVERSITY OF BAMBERG (EU-FUNDED MANUFACTURING PROJECT)

2015 - 2020

Bamberg, Germany

- Led a 4-year initiative to develop **SIMUTOOL Data Management SaaS**, which optimized operational efficiency by 30% for a €3.5M EU-funded aerospace manufacturing consortium.
- Engineered a read-heavy SaaS, ensuring seamless operations and future-proof scalable architecture.

### R&D Engineer (AI) | Team Lead | Software Architect

TAYAIT

2011 - 2014

Cairo, Egypt

- Led a team to build AI players for a commercial iOS mobile board game (**Tawla**), driving rankings from 3 to 4.5/5.
- Directed a team in building an iOS mobile app (**Greetings Studio**) increasing user engagement by 10x.
- Reduced feedback-development cycle times by 25% by coordinating cross-functional collaboration between technical and business.
- Saved the company 10-man months by investigating emerging trends and advising the CEO away from dead end directions.

## Education

### PhD. (Dr. rer. nat.)

OTTO-FRIEDRICH-UNIVERSITÄT BAMBERG, FACULTY OF INFORMATION SYSTEMS & APPLIED COMPUTER SCIENCE

Bamberg, Germany

- Invented **The Basin Network**, a data architectural pattern for inter-organizational data science sharing and exchange.
- Published two papers (**1, 2**) with applications in the manufacturing Industry 4.0, IoT, and data management.

### MSc. (Masters of Science)

THE GERMAN UNIVERSITY IN CAIRO, FACULTY OF COMPUTER SCIENCE & ENGINEERING

Cairo, Egypt

- Built two computational frameworks to make more robots intelligent and published them in top-tier AI conferences (ECAI & KI)
- One paper was about **short-term memory in robots**
- The other solved a complex philosophical problem related to **robot perception and hallucination**.

### BSc. (Bachelors of Science)

THE GERMAN UNIVERSITY IN CAIRO, FACULTY OF COMPUTER SCIENCE & ENGINEERING

Cairo, Egypt

- I built a solution that integrated structured background knowledge into case-based reasoning.
- Published a paper about the work with use-cases in early breast cancer detection and heart attack diagnosis.