

Nasr Kasrin (PhD)

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Visionary leader at the intersection of Data and AI, with 10+ years of experience driving high-impact innovation across startups, global enterprises, and international R&D. Currently Lead Solutions Architect at PUMA, where I shape digital strategy, lead cross-team collaboration, and architect systems that scale — including a 20% performance boost for PUMA.com. I bring a unique blend of invention ([The Basin Network](#), PhD-awarded), product leadership ([PUMA.com](#), [SIMUTOOL](#), [Tawla](#)), and strategic consulting. Known for building technologies — and the teams that deliver them — I thrive where innovation meets business impact.

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 platform for company-wide **technical communication and alignment**.
- 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.

Data Architecture Scientist | Doctoral Candidate | Founder-in-Exploration

FREELANCE

2021 - 2024

Bamberg, Germany

- Invented [The Basin Network](#): a 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.

Areas of Interest

Strategy

Enterprise Data Strategy & Governance, Data Architecture & Data Mesh Implementation, Technical Communication

Leadership

Cross-functional collaboration, Product Management, Stakeholder Engagement & Data-Driven Decision Making

Tactical

Solution Architecture & Scalable Data Systems, AI & ML Data Interoperability

Domain Expertise

AI, Metadata, Data (Integration | Governance | Interoperability | Cataloguing), Standardization, Domain Modeling

Data Engineering & AI/ML

SQL, NOSQL, Python, data interoperability

Education

PhD. (Dr. rer. nat.): Data Strategy / Data Architecture

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

Bamberg, Germany

MSc. (Masters of Science): Artificial Intelligence / Robotics

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

Cairo, Egypt

BSc. (Bachelors of Science)

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

Cairo, Egypt