Nasr Kasrin (PhD)

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I am a technology leader with 15+ years of experience in AI, data architecture, and large-scale e-commerce systems. From startups to global enterprises and multi-million Euro R&D projects, I have built high-impact solutions and led cross-functional teams.

As Lead Solutions Architect at PUMA Global E-Commerce Engineering, I drive organizational strategy and cross-team collaboration. I founded Technical Cats of E-Commerce to advance architectural strategy, innovation, and technical excellence.

I excel in AI-driven applications, next-gen data architectures, and solving complex challenges—balancing rapid experimentation with disciplined execution to turn technical vision into business impact.

Experience

Lead Solutions Architect
2024 - present

PUMA SE, GLOBAL E-COMMERCE ENGINEERING
Herzogenaurach, Germany
- Led a team of two teams (4+4, +2 leads) that **improved PUMA.com's performance by 20%**.
- Led a team that solved a long running problem causing **PUMA.com to loose 9/10 orders** on launches.
- Developed a framework to use AI/LLMs to support software engineering.
- Founded the **Technical Cats of Ecomm** organization for company-wide collaboration and PR/communication.
- Led a team to migrate a global CRM system for PUMA India (Emarsys to CleverTap).

Research Scientist | Software Developer | Co-founder
2021 - 2024

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

Research Associate (Team Lead | Dev Lead | Architect | Data Solutions Engineer)
2015 - 2020

UNIVERSITY OF BAMBERG (EU-FUNDED MANUFACTURING PROJECT)
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
2011 - 2014

TayaIT
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.