

SHAFIK N. BAHOU

New York, NY 10003 |

[LinkedIn Profile](#)

Senior Product Manager | Account Executive

Steered cross-functional teams to design, develop, sell, train, and implement innovative digital product solutions across EdTech, FinTech, Prop Tech, and Mar Tech industries.

Highly-dynamic and solutions-oriented executive with successful track record of driving and managing cross-functional teams to deliver innovative and market-leading solutions. Proven background of optimizing product lifecycles, from conception to launch, resulting in substantial revenue growth. Identified strategic opportunities and leveraged data-driven insights to inform product roadmaps. Built and sustained long-term client relationships to elevate client satisfaction and foster repeat business. Collaborated with executive leadership to align business strategies with organizational goals. Achieved stellar results in product management, account growth, and business consulting through analytical prowess and a commitment to delivering excellence in challenging, dynamic environments.

CORE COMPETENCIES

Project/Product Management | Budgeting & Forecasting | Sales & Business Development | Data Science & Analytics | Client Relationship Management | Process Automation | Market Analysis | Competitive Intelligence | Software Development & Integration | Digital Product Solutions | Data Driven Decision Making | Group Facilitation | SaaS-based Sales Management | Value Based Sales Methodology (MEDPICC) | Account Maintenance | Framework Implementation | Software Deployment

PROFESSIONAL EXPERIENCE

Founder | Managing Director | SNB Systems LLC | New York, NY | 2019 – Present

Presented and exhibited at global tech startup conferences, including [GITEX.com](#) and [GESSDubai.com](#) by showcasing the product to audiences of thousands, generating interest among potential investors, and conducting analysis. Collaborated with cross-functional teams, utilizing expertise in social science, data science, sales, and pipeline management to refine and optimize software features and drive product development.

- Established a pioneering R&D and Systems Automation Consulting startup, specializing in sales and implementation of innovative human development and marketing solutions.
- Contributed to the consultation of the [Residents.ai](#) software under to enhance functionality and performance.
- Integrated social science, data science (AI), and blockchain to streamline data infrastructure and marketing activation.
- Achieved a product launch through financial modeling, marketing, registration, and legal agreements.
- Devised a proprietary AI-driven software model, "HRDS," aligning skill sets to optimize customer experience, with a research foundation from a master's degree at Teachers College, designed to be embedded in [Mindoa.com](#).
- Applied the HRDS algorithm's theoretical principles to practical use in a startup to enhance roommate matching in real estate transactions and save customers thousands of dollars by creating a weighted matching score.
- Synergized knowledge of Behavioral Neuroscience, Cognitive Sciences in Education, Theatre, teaching, data analytics, algorithmic modeling, and blockchain to inform marketing strategy and drive product development.
- Utilized project management and CRM tools, such as Click Up, Jira, or Monday, and Salesforce or High Level, to drive traction, engagement, and growth for the company and product offerings.

Consultant | Deloitte LLP | New York, NY | 2018 – 2019

Directed operations of Non-Profit Organization (NPO) outreach/placement projects to deliver end-to-end software services to multiple organizations, resulting in direct social impact through initiatives like tree planting and data-driven donation allocation. Evaluated and restructured software project plans in response to available resources and stakeholders' feedback for the achievement of business outcomes within defined cost and quality standards.

- Orchestrated the implementation of a sophisticated software sales framework for a financial institution client, translating credit processes into software components by using Business Process Model Notation (BPMN) practices.
- Negotiated and secured a multi-million-dollar enterprise sales contract with a major banking client for the licensing of [Signavio.com](#) software.
- Optimized the banking client's management of data sets for high-profile clients with a minimum \$5M+ loan value.
- Streamlined and automated Securities Based Lending (SBL) wealth management underwriting procedures through innovative software solutions.
- Influenced strategic planning and executive decisions for new business development initiatives by improving business performance and team management functions through software implementation.
- Introduced automation to auditor control narrative syntax on a supply-chain project by leveraging software to collect, analyze, and classify training data to automate internal auditing processes.
- Boosted business profits and generated quality prospects by presenting software products in internal TED-like talks.

Social Frameworks Designer | Social House | Los Angeles, CA | 2016 – 2017

Administered the creation and maintenance of digital assets utilizing contemporary design and prototyping tools while establishing a novel approach to measure human interaction within Social House constituents. Created a sophisticated survey structure categorized by have-to-haves, want-to-haves, and need-to-haves. Incorporated quantifiable methods to measure human interaction within company's constituents.

- Conceptualized by evaluating Gale-Shapely, Irving's, and Analytical Hierarchical Process (AHP) algorithms.
- Leveraged AHP standards and Eigenvectors to produce weighted match scores and validate over time.
- Extracted invaluable insights through research, collection, and analysis of multiple large databases.
- Designed and executed a dynamic social matchmaking process to integrate Irving's and Gale-Shapely algorithms alongside the Analytical Hierarchical Process (AHP) and rank individuals based on their unique preferences.

Real Estate Broker | Keller Williams | Boston, MA & New York, NY | 2007 – 2015

Directed the sales processes and managed pipeline activities to deliver exceptional customer engagement throughout the entire sales journey. Employed competitive analysis and innovative marketing strategies to propel revenue growth, generate new leads, and successfully cross-sell to clients on additional services.

- Achieved a consistent track record of surpassing annual sales targets by 15% in both commercial and residential properties, garnering year-over-year customer satisfaction ratings.
- Steered sales cycles from pre-sales to closing by collaborating closely with clients, brokers, and legal representatives.

Software Sales Representative | Rosetta Stone Language Learning | Boston, MA | 2005 – 2007

- Formulated and implemented sales strategies to meet and exceed monthly and quarterly sales quotas.
- Harmonized with marketing and customer service teams to enhance use cases, and elevate customer engagement rates.
- Conducted competitive analysis to identify unique selling points and influence the overarching marketing strategy.

ADDITIONAL EXPERIENCE

Counselor | Director | Seeds of Peace (2014) | **Group Facilitator** | Ensemble Force (2013 - 2014) | **Group Facilitator | Contract Manager** | The Nomad Escape

TECHNICAL & SOFTWARE PROFICIENCIES

CRM Systems | Python | Data Science Applications | MS Office Suite | DAW & Video Editing Software | Mind Mapping Software | Marketing Software | Bookkeeping Software | Project Management Software

PROFESSIONAL CERTIFICATIONS

Data Science Boot Camp | General Assembly

Real Estate Agent | California Department of Real Estate | **Real Estate Broker** | New York State Department of State

EDUCATION

Master of Arts (M.A.) in Cognitive Sciences Education | Columbia University, Teachers College

Bachelor of Science (B.Sc.) in Behavioral Neuroscience, Theater & Technical Entrepreneurship | Northeastern University

PATENTS | PUBLICATIONS | PRESENTATIONS | ARTICLES

Patent on a **Design for a Collapsible Drum** (musical); A Locking Mechanism | Patent - **Human Capital Software** (*In-Progress*)

Vascular Effects of Phytoestrogens & Alternative Menopausal Hormone Therapy in Cardiovascular Disease | NIH

PROFESSIONAL ASSOCIATIONS & MEMBERSHIPS

International Mind, Brain, and Education Society | American Psychological Association

Association of Psychological Science | New York Academy of Sciences

VOLUNTEERING & COMMUNITY ENGAGEMENTS

UN, Happy Hearts Foundation | Clinton Global Initiative | **Habitat for Humanity** | St. Francis Homeless Shelter Boston

LANGUAGES

English (Fluent) | **Arabic** (Native) | **Spanish** (Conversational)