

Objective

An information technology expert with the right blend of soft, interpersonal and technical skills, looking to bring my experience in a product marketing role to a multinational information technology or engineering corporation in the Middle East.

Education

McGill University , Montréal, Quebec, Canada	<i>Master of Business Administration</i>	2006 – Jan 2010
<ul style="list-style-type: none">Marketing MajorCumulative GPA 3.73/4.0Led the team that won first place in Markstrat, a strategic marketing simulation		
Northeastern University , Boston, Massachusetts, USA	<i>Master of Science in Software Engineering</i>	2001 – 2003
	<i>Bachelor of Science in Electrical Engineering</i>	1996 – 2001

Experience

Morgan Stanley , Montréal, Quebec, Canada	<i>Associate in Corporate Treasury IT</i>	Aug 2008 – Present
<ul style="list-style-type: none">Interacting with clients throughout the software development lifecycle. Gathering requirements, soliciting customer feedback during user acceptability testing, and presenting training materials on using the application. Customer feedback about our interaction has been extremely positive.Implementing as part of a team an application that manages Morgan Stanley's global banking relationship providing more than \$41 billion of funding facilities.Supervising the development and implementation of a project to upgrade our IT systems with an offshore team in India. Managing the delivery of the final product and ensuring its compatibility with the existing systems.Coordinating the documentation effort of our applications. The documentation was commended by our management and is used by the end users, development engineers, and potential clients.		

Shawshara.com , Montréal, Quebec, Canada	<i>Founder</i>	Mar 2008 – Present
An Arabic entertainment Website		
<ul style="list-style-type: none">Responsible for promoting Shawshara.com through traditional media, viral marketing and social networks. Secured a demonstration of Shawshara.com on i-Tech, an Arabic technology show broadcasting on, AlArabiya, a major Arabic news channel.Analyzing our traffic and secondary data to identify and capitalize on growth opportunities. Our key traffic metrics have benchmarked far better than competition.Developing and implementing the strategy and future product offering of Shawshara.com.		

Compuware Corporation , Montréal, Quebec, Canada	<i>Senior IT Consultant for Morgan Stanley</i>	May 2006 – Aug 2008
S&P 500 information technology consulting services firm		
<ul style="list-style-type: none">Analyzed, redesigned and developed processes to aid in delivering QA solutions for Morgan Stanley's trading pipeline. The delivered solutions reduced the time required for test setup and execution by 50% to 75%.Presented proof of concepts to potential internal customers. Increased our client base by 20 users.		

EMC Corporation , Hopkinton, Massachusetts, USA	<i>Team Lead, Senior Software Engineer</i>	2004 – May 2006
S&P 100 provider of information infrastructure systems		2001 – 2004
	<i>Intern</i>	Jun 2000 – 2001
<ul style="list-style-type: none">Led a software development team of four to certify the quality of a flagship software application. The software application was delivered to market with negligible defects.		

Sayegh Web Innovations , Dubai, UAE	<i>Founder</i>	Jun 1998 – Jun 2000
Boutique Web design company		
<ul style="list-style-type: none">Generated customer leads through networking, referrals and cold calls. Negotiated the development contacts and delivered over 10 Websites for medium sized organizations and government agencies in the UAE.		

Awards

Engineering Most Valuable Player , EMC Corporation	2005
Emerging Leader , EMC Corporation	2003

Additional Data

- Fluent Arabic and English, conversational French, basic Spanish.
- Broad international experience. Lived in three different cities in different countries including Dubai, Boston and Montreal. Traveled to 30 countries, states and provinces.
- Excellent interpersonal skills with a strong experience in interacting with customers.
- Excellent written, oral and visual communication skills. Please visit my blog waseem.com for a sample of my papers and presentations.