HASAN ABO-SHALLY

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*Experienced product manager, entrepreneur, and creative builder **dedicated to purposeful innovation**. 15+ years at the intersections of technology, design, business, and social impact. Proven track record in utilizing empathy and data to drive user engagement and business growth. Prototyper with **hands-on** expertise in software development, data analysis, marketing, and UX design. **Strong leadership** skills; able to articulate a compelling vision, prioritize effectively, and drive cross-functional team collaboration for execution excellence.*

TECH WORK EXPERIENCE

2024 – Present   Senior Product Manager, Data & AI Team, Microsoft
At Microsoft Fabric, building the next-gen AI-powered analytics platform.

2023 – 2024   Co-founder & CEO, GoodDeeds.AI
Leveraging advanced and generative AI to help organizations design, fund and execute high impact social projects.
- Utilized AI to aggregate and generate rich data on 2M+ U.S. nonprofits and launched The Impact Explorer.
- **Secured first paying customer**; Raised pre-seed funding; Built a strong advisory board; Selected for Microsoft AI4Good, Google for Startups and Nvidia Inception programs.

2021 – 2022   Product Manager, RiseUp
Fintech — helping families thrive financially by managing their cash-flow.
- **Led a squad** to increase trial-to-subscription conversion.
- Prototyped community and content based offerings.
- Conducted market research for local Arab society expansion.

2019 – 2021   Product Manager, Microsoft
Cybersecurity — PM of Microsoft Defender for Storage;
- **Helped getting from preview to $10s of millions in ARR**.
- Collaborated with customers, engineers, researchers and other global stakeholders to deliver new security features.
- Conducted deep data analysis, customer outreach and competitive analysis which lead to changing the pricing model.

2018 – 2018   Product & UX Lead, Wikaya Medical
Healthcare — Utilizing AI & behavioral design to better prevent chronic diseases in the Arab world.
- I led product vision and UX design, helped with localization and cultural adaptation and assisted in fundraising.

2015 – 2016   HCI Research Assistant, miLAB
- Human-Computer Interaction lab; Joined the Creative Learning Group; Created Scratchduino for affordable hardware coding.
- Prototyped IoT objects exploring media and empathy.

2009 – 2016   Various Software Development & Product Design Roles
- At several startups including Logz.io, Yallo, and Nadsoft.
- ~2M people reached on Stackoverflow.
- Developed and sold my first program while in high-school.

SKILLS: Launching Products, Experience Design, Rapid Prototyping, Data Analysis, Business Analytics, Generative AI, System Thinking, Prioritization, Social Innovation, Strategy, Leadership & Team Management, Community Building, Marketing, Customer Engagement.

SOCIAL IMPACT ENTREPRENEURSHIP

2014 – Present   Founder, Hasoub
Grassroots NGO fostering Arab tech entrepreneurship.
- **Raised $10M+**; Designed core activities; established key partnerships; Engaged 20,000+ participants.
- Built a strong team, community and brand which people want to belong to.
- Delivered a TEDx talk featured by the TED team.

2016 – 2018   Founder & CEO, Ibtekar
Socio-educational venture providing affordable, high quality, STEAM education.
- Engaged 1,500+ kids and parents; Established strategic partnerships to engage underprivileged kids.
- **Built & managed a team of 23**.
- Led sales, operations, and marketing; Designed core programs (approved by the Ministry of Education).

EDUCATION

- *2022* **HBS MAOZ Leadership Program**, Harvard Business School (Executive Education)
- *2018-2020*, **MBA**, Technion
- *2014-2017* B.A., **Interactive Media**, IDC Herzliya
- *2010-2012* **Computer Science** (incomplete), Technion

SELECTED SIDE PROJECTS

- *2024* **EduMagic**: GenAI-powered toolkit to assist teachers with daily tasks.
- *2023* **SkillBook**: Digital tool for student career readiness (with the Ministry of Education).
- *2021* **Majalaat**: Online portal for youth career guidance. (600+ volunteers, 18K+ consultations)
- *2021* **Zujaj**: Data transparency and social activism tool. Aman — crime data in the Arab society.
- *2021* **Khitma.net**: Connecting groups of Quran reciters (50K+ users, 250M+ verses read).
- *2020* **Nadrus**: Connecting school students to volunteer tutors during COVID-19. (500+ students)

KEY RECOGNITIONS: TEDx Speaker (2019), GATHER Fellowship (2018), The Marker's 40/40 (2017), Forbes 30 Under 30 (2017), Stanford AMENDS (2017)

Semi-professional photographer. Love soccer, ping-pong, board games, hiking and mountain biking. Still appreciate late night coding 🧑‍💻.