

## WORK EXPERIENCE

### **NextRoll, Inc. (fka AdRoll Group)**

*Sr. Solutions Engineer*

*February 2019 – March 2020*

*Solutions Engineer II*

*June 2018-February 2019*

*Solutions Engineer I*

*June 2017-June 2018*

- Managed remote team of 10 support specialists; impact included 20% increase in SLA adherence, ~50% reduction in customer escalations, and retention of \$200K ARR from SMB customer segment
- Reduced client time to onboard 50% by designing new operating model, which introduced approval workflows for junior resources, reduced extraneous handoffs and redefined success metrics
- Onboarded / sustained \$2M ARR, growing NextRoll's B2C business unit revenue across various segments and verticals
- Rebuilt Solutions Engineering (SE) function in EMEA after 90% attrition by spending ~2 months in Dublin, upskilling new hires and training go-to market teams on effectively leveraging the SE team for customer onboarding
- Developed and implemented robust training program to upskill pre and post-sale teams on common issues, enabling better self-service, reducing error rates by 20% and saving the SE org ~15 hours per month
- Revamped bug prioritization process by collaborating across departments, standardizing ticket templates, and arming customer facing teams with talk track on managing clients; resulted in fewer accounts churning over 6 month period
- Co-created developer intake form to increase external developer access to NextRoll API's, cutting out intermediary teams and saving engineering hours

### **Tahrir & Co, Founder**

*September 2016-June 2017*

- Researched user needs by interviewing target customers on gaps in marketplace for modest fashion
- Collaborated with remote vendors to design and supply inventory, selling products via Shopify platform
- Provided customer service to users by shipping products and soliciting feedback via customer surveys
- Produced materials for social media campaigns, liaising with photographers and graphic designers

### **Dell EMC (fka EMC<sup>2</sup>)**

*Systems Engineer / Pre- Sales*

*January 2015 – August 2016*

- Presented monthly product demonstrations and responded to Federal Agency RFPs on file/block/cloud storage systems
- Launched meetup of 15 sales engineers to learn cloud native technologies, expanding SE readiness for competitor deals

### **RCM Solutions, Inc.**

*Quality Assurance Tester*

*November 2013 – January 2015*

- Executed test scripts to identify and document software defects, preventing software bugs from production environments

### **BioFortis, Inc.**

*Quality Assurance Tester*

*August 2012 –July 2013*

- Performed agile QA, including design reviews, executing test scripts, and conveying bug reports and impact to developers
- Deployed software updates to client servers 2x/mo using XML and Selenium scripts

## EDUCATION

**John's Hopkins University, Baltimore, MD**

*Master of Science in Systems Engineering*

**University of Maryland, College Park, MD**

*Bachelor of Arts in Criminology; Arabic*

## AWARDS, BLOGS, PRESENTATIONS

Sole SE to win peer-nominated award twice

NextRoll, Inc.

Can Engineering principles solve sales problems?

NextRoll Engineering Blog

How to Leverage the Side Hustle at Work

PGH TechFest 2017

## SKILLS

Presto, Datadog, Google Tag Manager, Google Analytics, Browser Dev Tools, Javascript, SQL