

SAMI HAMED

Lead Product/Software Developer & Martial Arts Instructor

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For references, published articles and more details, please visit samihamed.io.

I create engaging digital products, build effective teams, and scale start-ups sustainably. In the past years, I have developed impactful products as a **Software Developer, Product Owner** and **Head of Engineering** for startups, scale-ups and mature organisations.

TOP SKILLS 🧐

- Lead cross-functional teams of engineers or product managers to deliver impactful software solutions
- Identify and improve conversion funnels in web apps
- Discover, conceptualize and manage digital feature implementation along the product life cycle
- Create and pursue digital product & engineering roadmaps
- Set up insightful analytics and enable teams to make data-based decisions

WORK EXPERIENCE & ACHIEVEMENTS 🏆

AMORELIE, Berlin - acquired by **EQOM** in 12/2021

Head of Engineering - 10/2021 - PRESENT

- Implemented and maintained technical engineering roadmap for two scrum teams
- Direct line management for 7 internal and 5 external (senior) software engineers with an approval rate of 83%
- Created personal development & growth plans for 7 internal software engineers
- Facilitated scrum processes and team meetings incl. sprint planning, refinement & review
- Empowered Engineers & Product Managers to develop project management skills to decouple web shop frontend from monolithic e-commerce structure
- Implemented and supervised incident management plan and unified reporting

HOMEFULLY, Frankfurt am Main - acquired by **HABYT** in 07/2021

Vice President, Product Owner & Head of Product - 01/2020 - 09/2021

- Vastly increased operative team efficiency for customer-facing processes by automating key user journeys with a success rate of ~96%
- Implemented fully-automated international performance marketing to guarantee continuous lead generation
- Defined and completed OKRs for Product Development, Sales and Support roadmaps for four consecutive quarters.
- Managed a cross-functional 12-headed team of Product Owners, Community Managers, and Sales Representatives
- Successfully completed technical integration of the company's assets after the company was acquired in June 2021 within strict deadlines
- Rebuilt central web app with a contemporary tech stack alongside two senior developers - completely transitioning away from agency-built tech foundation
- Researched and conceptualized a digital product landscape for all customer-facing channels from scratch.
- Set up automated quantitative analytics and goal-based tracking systems as a foundation for digital product discovery

FINANZCHECK, Hamburg

Software Developer (UX) - 07/2019 - 12/2019

- Lead implementation of company-wide A/B-testing flows for improved conversion across all major sales funnels
- Conceptualized, designed, built and maintained react-ready typescript frontend component library
- Prepared, executed and evaluated on-premise user experience testing with external probands
- Kept the extensive web app's package size below 500 KB for ideal mobile experience
- Identified and improved upon conversion rates in the core sales funnel through empirical UX-testing and quantitative behavioral tracking methods

ACOMODEO, Frankfurt am Main

Frontend Developer & Lead Developer - 03/2017 - 06/2019

- Created standardized visual and coding style guides for multiple B2B web applications
- Developed and maintained multiple applications in exchange with 2 full-stack developers
- Supervised implementation and continuous delivery of various projects including unit testing, framework upgrades and UX improvements
- Set up frontend B2B application and developed interfaces for apartment management system (AMS) with 1.000+ international users
- Implemented automated onboarding process to raise automated lead conversion



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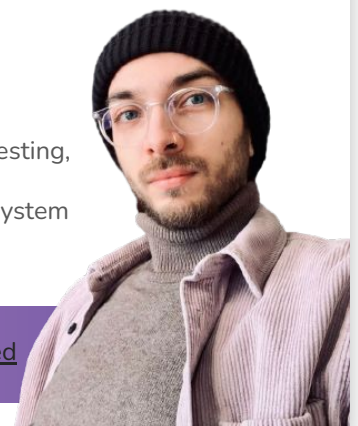
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4 PROJECTS TO GET US TALKING

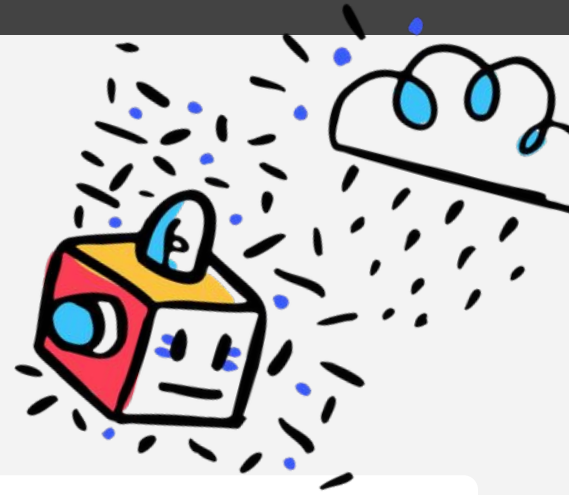
What is a CV other than a collection of stories?

Here are some of my favorite projects from the past years. Through these projects I have grown as a leader, software developer, product owner and business strategist.

#1 Establishing a data-mindset at a Series-B-Level startup

As the first experienced product owner, I joined homefully at an early stage in the company's history in 2020. Throughout the following 1,5 years, I established detailed quantitative and behavioral user tracking to learn more about our customers' behavior.

In line with implementing this methodology, I successfully established a data-driven mindset for strategic decision-making across all customer facing departments.



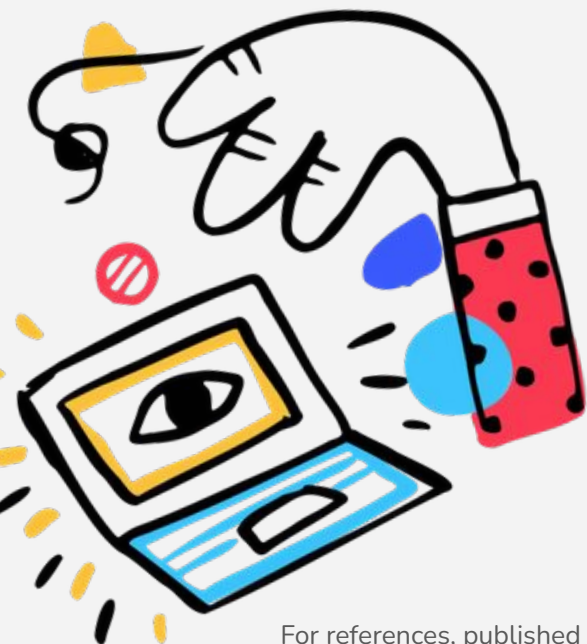
#2 Eliminating 96% of manual sales work by automating onboarding processes with a progressive web app
homefully handles ~250 co-living residents moving in/-out every month. In just eight weeks, my team of developers and I automated an organically grown onboarding process which cost the company lots of time and money whenever new residents moved in or out.

Through a smart concept connecting digital UX best practices and a crowd-enabled approach to optimizing the onboarding process, we successfully managed to automate 96% of all user transactions. This feature improved team performance by 20%.

#3 Improving B2C core KPI by 600%; while saving €180k/year

An introspective product research unveiled that only 8% of sales calls resulted in the actual closing of a successful contract. Within three months, we conceptualized and implemented a digital onboarding journey, reducing the manual sales overhead to an automatically scheduled phone call. By utilizing an algorithmic approach to evaluating the most promising leads and reorganizing the process, we increased our previous conversion rate from 8% to nearly 50% - establishing a workflow which lead to every second sales call resulting in a successful closing.

As a consequence of this digital process, we were able to strategically restructure the entire sales department towards much higher post-sales value for our customers increasing the overall stay duration and per-unit profitability.



#4 Implementing company-wide A/B-testing to improve key conversion rates with 40+ developers and 20.000 users per day

At Finanzcheck, I had the chance to evaluate the behavior of ~20.000 web users on a daily basis. One of my tasks within the UX-focussed team of software developers was implementing an A/B-testing scheme which could track the behavior of users along various variants of the same web apps to evaluate which variant would perform best.

With this project, I was in the lead of implementing the technology with various stakeholders, including UX consultants, C-level executives, external agencies and our in-house team of 40+ software developers and product managers.



For references, published articles and more details, please visit my [website](#) or [Medium](#)

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