

Faiza Yousuf

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Speaking engagements and features: <https://bit.ly/2VXqYL4>

Profile

I am a software engineer with expertise in product and project management, agile transformation, requirement engineering, and product evaluation. I have worked with cross-functional teams in mostly agile environments and have a knack for data-driven decision-making and writing. My experience in Product Management is mainly on market and user research, product road mapping and strategy, pricing, and communication, as well as user testing. I have done numerous certifications related to Product Management from Product School and have worked as a consultant for industries, such as EdTech, Logistics, eCommerce, Social Networking, and Automotive.

I am a community leader and work for Gender Diversity and Inclusion, mainly in Pakistan. I run an award-winning community called WomenInTechPK, a very well-known boot camp called CodeGirls, and a career acceleration program for women called CaterpillHERs. I have also worked created frameworks and whitepapers to bring awareness and better policies for women in the technology ecosystem. I am an international speaker and have been featured in numerous publications around the globe.

Awards

- Winner of the WomenTechNetwork Awards for 2020 in the category of Women & Diversity in Tech - Ally of the Year.
- Winner of Community Work Category at Women Of Wonders Awards 2020 by ConnectedWomenPakistan.

Publication

- Co-authored a Research Paper on “Enabling Underprivileged Non-Technical Women for Technology Careers: A Case Study” that was accepted at “Frontiers in Education: Computer Science and Computer Engineering.” The paper is now under publication and was presented at 2021’s virtual conference.

Expertise

- Product Management and Evaluation
- Agile Project Management
- Leadership and Strategy Building
- Curriculum Design and Course Creation

Technology Experience

- Director at CaterpillHERs from November 2021 - Present.
 - Building multiple career acceleration program tracks to upskill women in both technical and core skills to get into leadership positions.
 - Creating and vetting curriculum design and development for multiple verticals including freelancing, entrepreneurship, product design, and product management.
 - Working alongside the founder on strategy and fundraising activities.
- Senior Product Manager at [Genetech Solutions](#) from December 2020 - Present.
 - Leading product development activities by building and executing testing and content strategies for multiple small WordPress products with over 5000 active installations.

- Working closely with clients and building product roadmaps for products in EdTech and eCommerce.
- Mentoring team members on product and project management, content, and quality engineering processes.
- Senior Project Manager at Aciano Technologies from January 2020 till November 2020.
 - Led product and project development efforts by launching and maintaining multiple products in the space of eCommerce, automotive, event management, and marketing automation.
 - Led the process optimization effort and worked on creating better team alignment and cultivating a learning culture to ensure that customers' expectations were met and exceeded.
- Chief Consultant at OuttaBox from August 2014 - Present.
 - Facilitating corporate training on project management, team building, business process reengineering, software testing, and quality management.
 - Helping SMEs (especially Women-Led, mostly in the eCommerce space) in being Technology-enabled for running better business operations.
- Product Management Consultant from December 2012 - Present.
 - Consulting for product development efforts by creating business and technical feasibilities, requirement documents, product strategy, roadmaps, communication strategy, and user research for my clients around the globe.
 - Assisting clients in finding and hiring the right talent and teams, both on-shore and off-shore, in ensuring that product development is done with maximum transparency and efficiency.
 - Bridging the gap between clients and the development teams, leading user research, UAT, user testing, and product launches.
- Project Manager at Tectutive from June 2013 till July 2014.
 - Led multiple projects in parallel in the Real State, Design, Consulting, and Education sectors, from initiation to closure, and managed customer expectations.
 - Created and implemented standard operating procedures and introduced collaborative tools for the Software, Web, and Digital departments. Created, executed and reviewed project plans to meet changing needs and requirements.
 - Mentored, trained, and built teams for different departments. Engaged in technical resource recruitment and management.
- Co-founder / Manager - Projects & Services at Frontal Labs from March 2012 till December 2012.
 - Developed business by finding and onboarding clients and maintaining client relationships.
 - Managed end-to-end projects by working closely with a small team of designers and engineers.
- Quality and Process Engineer at V-Tech Solutions from December 2011 till March 2012.
 - Implemented SCRUM methodology for software development and delivered multiple successful projects. Also, established the PMO office and created and implemented process-related standard operating procedures.
 - Implemented quality assurance processes and elevated the company to attain a web competency from Microsoft.
- Project Manager at Ovrlod from June 2011 till November 2011.
 - Successfully managed and delivered various projects, including websites, Facebook applications, and games.
 - Built the quality assurance department and streamlined the quality and project management processes within the organization by creating and implementing SOPs.
- Software Quality Assurance Engineer at FSD Solutions from December 2010 till June 2011.
 - Delivered around a dozen small to medium-sized solutions to clients in North America as a QA and acting PM.
 - Introduced and streamlined Quality Assurance processes and worked closely with the Business Development team for creating SOWs and evaluating CRFs.
- Software Quality Assurance Engineer at LN Technologies from December 2009 till December 2010.
 - Product Owner and Manager for a web-based platform for attorneys, automating and managing their work procedures.

- Worked as a designated deployment resource for QA servers and led testing efforts for multiple projects.
- Played an active part in process documentation and standardization, created several work procedures, and contributed to process improvement and audit activities.

Education

- Master's in computer and Information Technology (MCIT) from NED University, with 3.69/4.0 CGPA in December 2012.
 - Independent Study Project on "Re-engineering Software Development Process"
- Bachelor's in computer and Information Technology (BCIT) from NED University, with 3.4/4.0 (74.98%) CGPA in December 2009.

Certifications & Workshops

- Completed "[Product Masterclass: How to Build World-Class Products by Product School](#)" on October 9th, 2021. Certificate Serial Number: cert_cx56qtt8
- Completed "[Product Masterclass: How to Grow as a Product Leader by Product School](#)" on October 4th, 2021. Certificate Serial Number: cert_wr3l168z
- Completed "[Product Masterclass: How to Apply Product Growth Principles by Product School](#)" on October 3rd, 2021. Certificate Serial Number: cert_w1wcqjrs
- Completed "[Product Masterclass: Managing Culture in Product Teams by Product School](#)" on September 25th, 2021. Certificate Serial Number: cert_0td62h96
- Completed "[Product Masterclass: How to Make Strategic Product Decisions by Product School](#)" on September 23rd, 2021. Certificate Serial Number: cert_yv0ddbvc
- Completed "[Product Masterclass: How to Build and Grow Product Teams by Product School](#)" on September 15th, 2021. Certificate Serial Number: cert_v00wkknh
- Completed "[Product Masterclass: How to Achieve Product-Market Fit by Product School](#)" on September 14th, 2021. Certificate Serial Number: cert_wvlhplfm
- Completed "[Product Masterclass: How to Build For the Right People by Product School](#)" on September 13th, 2021. Certificate Serial Number: cert_nvq3yrhg
- Completed [Financial Modelling for Startups](#) by Finance Training Course on August 29th, 2021.
- Completed "[Product Analytics Certification \(PAC\) by Product School](#)" on August 11th, 2021. Certificate Serial Number: cert_tdr525z3
- Completed "[Product Masterclass: Growing as a Product Manager by Product School](#)" on August 3rd, 2021. Certificate Serial Number: cert_kbsl8gzd
- Completed "[Product Masterclass: How to Build your Product Career by Product School](#)" on August 2nd, 2020. Certificate Serial Number: cert_g8s4cl4c
- Completed "Training the Trainers: Helping Your Entrepreneurs Grow and Fundraise" on June 18th, 2020. The program was organized by Invest2Innovate, and the World Bank.
- Completed "[Product Masterclass: How to Build Digital Products by Product School](#)" on May 22nd, 2020. Certificate Serial Number: cert_y19yxw7c
- Content Marketing: The First 90 Days workshop by [Salma Jafri](#) at The Nest I/O, Karachi (March 12th, 2016).
- [Women Entrepreneurship Program](#) by IBA, Karachi, and World Bank. (September 12th, 2014 to December 13th, 2014 – February 12th, 2015 to June 15th, 2015)
 - Phase 1: Entrepreneurial skills, including Marketing, Operations, HR, and Finance.
 - Phase 2: Mentoring, Business Clinics, and Mastermind sessions. Assigned Mentor: [Jehan Ara](#)
- Marketing Innovations – From Ideation to Commercialization by IBA, Karachi (January 23rd and 24th, 2015). A two-day workshop, facilitator: Dr. Khurram Sharif from Qatar University.
- Challenges for Entrepreneurial Leadership by IBA, Karachi (December 15th and 16th, 2014). A two-day workshop, facilitator: Professor Bob Stringer from Babson College, USA.

- Project Management with PMP Exam Preparation by AUC Technologies (April 19th, 2014 to April 27th, 2014). Earned 36 PDUs for PMP Exam, the PMBoK 5th Edition.
- Certified Software Quality Professional (CSQP) by PIQC Institute of Quality (December 17th, 2011 to April 20th, 2012).
 - 100 hours of training and certification exam in Software Quality Management, Software Engineering Process, Program and Project Management, Software Metrics, Software Verification, and Validation, Software Configuration Management, and Software Audits.

Community & Academic Experience

- Chapter lead for Pakistan at [CryptoChicks](#) from June 2018 - Present.
 - Organizing hackathons and online education programs in Pakistan.
- Co-founder at [CodeGirls](#) from April 2018 - Present.
 - Designed and developed the boot camp's vision, mission, and structure and all the organizational content, currently leading and handling both online and offline outreach and partnerships with organizations including Atlassian, Upwork, W4, GSMA, ITU, QuickStart, etc.
 - Facilitating multiple core-skills workshops and working as a subject matter expert and trainer for SQA track (Phase 2) and Freelancing Skills (Phase 3).
- Founder at [WomenInTechPK](#) from September 2016 - Present.
 - Lead, develop and execute multiple nonprofit programs around the broader themes of diversity and inclusions, including coding boot camps, conferences, workshops, webinars, hackathons, digital internship programs, etc.
 - Lead outreach and communication for the work being done in Pakistan around D&I, got featured in multiple publications, and have worked with The Nest I/O and P@SHA for creating numerous D&I artifacts.
- Adjunct Faculty at [FAST-NUCES](#) from August 2016 till August 2017.
 - Courses: Artificial Intelligence (BS-CS), Software Processes & Quality Assurance (BS-CS), Software Requirement Engineering (MS-SPM).
- Adjunct Faculty at [Iqra University North Campus](#) from August 2014 till December 2017.
 - Courses: Introduction to Computer Science, Enterprise Recourse Planning, Artificial Intelligence, and Robotics, Software Quality Assurance, and Project Management (BS-CS).
- Adjunct Faculty at [Sindh Madarsatul Islam University](#) from September 2015 till December 2015.
 - Course: Artificial Intelligence (BS-CS).
- External Advisor - Examination for CSIT Dept. at [NED University of Engineering and Technology](#) from January 2012 till December 2018.
 - External Examiner / External Checker for multiple CS courses.
- Contractual Training Consultant at oDesk, now Upwork from October 2011 to October 2012.
 - Conducted sessions at UIT and PAK-KIET, mentored students to start their freelancing careers.

Associations

- Volunteer for [INJAZ Pakistan](#) for "Head Start," "Entrepreneurial Master Class," and "Innovation Camp" workshops.
- Executive Member of [Agile Development Society, Pakistan](#).
- Member of Diversity and Inclusion Committee at [Pakistan Software House Association](#).