Ali Tawfiq

Product Manager - Google Search

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🪪 Summary of Qualifications

Technical:
- Strong understanding of AI concepts, experience building and advising on the strategic and safe use of Artificial Intelligence and data
- Algorithm development in AI & digital pathology, including image analysis, nuclei detection, and breast cancer tissue grading
- Signal processing algorithms on physiological signals for wearable technology

Product Management:
- Leading the integration of GenAI for Google Search, ensuring quality responses and focusing on scaling for international markets
- Designing intuitive GenAI-powered search experiences tailored to multilingual users and novice internet users (NIUs)
- Founded and scaled Boomerang, addressing social isolation for baby boomers, demonstrating entrepreneurial drive and product leadership
- Drove product innovation across diverse sectors (social networks, wearables, digital pathology), emphasizing human-centered development and measurable growth

🎓 Education

M.A.Sc. in Electrical Engineering, *University of Toronto*   2010 – 2012 | Toronto, Canada

B.A.Sc. in Electrical Engineering (Bioengineering Minor), *University of Toronto*   2006 – 2010 | Toronto, Canada

💼 Professional Experience

Product Manager - Google Search, *Google*   Aug 2022 – present | New York, USA
- Improve the quality of generative AI responses on search through advanced training, ensuring accuracy, relevance, and user satisfaction
- Lead the scaling of GenAI search for international markets, ensuring a seamless experience tailored to diverse languages and cultures
- Design GenAI-powered search experiences for multilingual users, delivering intuitive language understanding and accurate results
- Champion GenAI search experiences for Novice Internet Users (NIUs), simplifying journeys and enhancing usability through cutting-edge AI
- Optimize multilingual search results and experiences for bilingual users in Next Billion Users (NBU) markets, bridging language gaps with advanced GenAI capabilities
- Pioneer voice-first search experiences for Novice Internet Users (NIUs) in emerging markets, leveraging GenAI to overcome literacy barriers and unlock information access

Product Director, *RBC Ventures* 🔗   Apr 2018 – Jun 2022 | Toronto, Canada
- Advised product teams on the strategic use of AI and data to enhance product offerings
- Collaborated with venture leads to develop and validate robust product strategies for success
- Executed product experiments and rapid prototyping to accelerate data-driven decision-making
- Implemented lean methodologies to streamline product development for increased efficiency
- Helped ventures with innovative product strategies and guided venture leads to secure funding
- Mentored product teams in agile frameworks on rapid development and continuous improvement

- Built and deployed minimum viable products to confirm user needs and validate market demand

Product & Venture Consultant, *Freelance* 🔗   2015 – 2022 | Remote
- Advised startups on product strategy, and growth through experimentation & rapid prototyping
- Designed and executed experiments to define product scope, user journey, and KPIs
- Validated product ideas with no-code solutions and analyzed results for data-driven insights
- Mentored product teams, fostering agile and rapid development practices for efficient growth

Co-founder and CEO, *Boomerang* 🔗   Feb 2019 – Dec 2021 | Toronto, Canada
- Researched, prototyped, and launched an online platform to combat social isolation among retirees, offering experiences and skill-sharing opportunities
- Built a no-code MVP, gained our first 8k users, and secured funding to expand the team and platform for accelerated user growth
- Led the team's successful pivot during the pandemic, launching an app that reached over 70k users and achieved consistent revenue growth
- Mentored early team members, developing them into leaders across product, operations, marketing, and engineering
- Fostered a culture of hypothesis-driven testing within a talented team of designers, developers, marketers, and operations staff, enabling scalable venture validation
- Focused on strategy, partnerships, and team development with a team of over 15 employees

Lead Product Manager, *500px* 🔗   May 2016 – Apr 2018 | Toronto, Canada
- Developed and launched products for a 14 million user online social photography platform, including personalized discovery, educational classes, a global directory, premium memberships, and an online marketplace
- Defined the community product roadmap, setting success metrics and collaborating with stakeholders to drive growth
- Embedded lean and agile practices, utilizing design and engineering sprints to accelerate problem-solving and iteration
- Prioritized initiatives across product, tech, and design, balancing user value with business ROI
- Aligned business & product with cross-functional leads, culminating in successful acquisition

Engineering & Product Lead, *OMsignal*   Mar 2014 – Sep 2015 | Montreal, Canada
- Designed and implemented signal processing algorithms to personalize workouts based on real-time physiological analysis
- Led development of a wearable technology product, focusing on adaptive workout experiences powered by biometric data
- Collaborated with cross-functional teams to integrate biometric sensing and deliver a user-focused wearable solution

Algorithm Developer, *Huron Technologies* 🔗   Feb 2013 – Aug 2013 | Waterloo, Canada
- Designed and implemented automated nuclei detection algorithms for IHC image analysis, accelerating pathologists' assessments with precision and efficiency
- Researched and developed innovative digital pathology algorithms, transforming traditional pathology workflows and analysis
- Created a groundbreaking solution to automate breast cancer tissue grading, empowering pathologists with data-driven insights and supporting diagnostic accuracy

Algorithm Developer - Digital Pathology, *GE Healthcare*   May 2012 – Nov 2012 | Toronto, Canada

🪁 Interests and Hobbies

Travelling & Photography 🔗
Visual storytelling and networking with strangers

Sports
Soccer, long distance running, and skiing

🕸 References

Available upon request