

Ali Tawfiq

Senior Product Manager - Google Search

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Summary of Qualifications

Product Management:

- Part of the founding teams that brought AI Overviews and AI Mode from 0 to 1 on Google Search, now scaling both to 2B+ users globally across all languages
- Leading core GenAI modelling, response quality, and international expansion for AI Search
- Designed intuitive GenAI-powered search experiences tailored to multilingual users and novice internet users (NIUs)
- Founded and scaled Boomerang, an online platform to combat social isolation, demonstrating entrepreneurial product leadership from 0 to 70k+ users
- Built products across search, social networks, wearables, and digital pathology with a consistent focus on measurable growth and human-centered design

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

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

Senior Product Manager - Google Search, *Google* [Aug 2022 – present](#) | New York, USA

- Part of the small founding team that took AI Overviews from 0 to 1 on Google Search – now serving over 2 billion users globally across all languages – and similarly part of the founding team that launched and continues to scale AI Mode to millions of users worldwide
- Lead core GenAI modelling and response quality for AI Search (AI Overviews and AI Mode), with a specific focus on non-English languages and international markets
- Drive response quality for creative writing queries and lead the in-line writing experience for writing intents on AI Mode
- Led the effort to make AI Mode state-of-the-art on freshness for hyperfresh-seeking intents, enabling real-time, up-to-the-minute accuracy for time-sensitive queries
- Design and scale GenAI-powered search experiences for multilingual users and Novice Internet Users (NIUs) across diverse global markets
- Pioneer voice-first search for NIUs in emerging markets, using GenAI to overcome literacy barriers and broaden access to information

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
- Worked cross-functionally to integrate biometric sensing into user-focused wearable solutions

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
- Developed digital pathology algorithms to transform 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 

Storytelling and connecting with strangers

Sports

Soccer, long distance running, and skiing

References

Available upon request