

# Hello, I'm Ahmed Kleit

Based in São Paulo – Brasil

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## Education

Université Paris 1 Panthéon-Sorbonne  
**Master II Pro - Multimédia & Interactive Media Design**  
2013 – 2014 | Paris – France

- with distinguish “mention bien” – Top 30%
- Creating the first junior company of the master: facebook.com/prismmi

**Certified Scrum Product Owner® CSPO**  
Certified expired in 2020

Centro Universitário Belas Artes de São Paulo  
**Bacharel, Graphic Design**  
2008 – 2011 | São Paulo Brasil

**Free courses (one week per course)**

- Data visualization and visual journalism
- Jingle creation lab
- Graphic design for advertising
- Interactive digital design

## Experiences

**Agriville Brasil | Specialist Digital Innovation & Business Development**

**Apr 2021 – Present**

- Created the first digital platform, focused on sales team.
  - Deploy new applications to manage visit routine on the field, help to increase sales revenue in 40% for the heavy users.
  - Builded the first software of the company, “Conecta” became the main tool for sellers and back-office routine, 4.7/5 CSAT (user satisfaction) score on features to support sellers.
- Bringing disruptive technologies to then R&D team, able to improve until 500% our development routine, providing more accuracy, more efficiency and data analyse to make improvements.

**MMK Partners (Agria Partners) | cofounder and Product Specialist**

**Apr 2015 – Mai 2021**

Provided Go-To-Market strategies for startups in the agribusiness in Brazil.

- Case 1: Tbit – Based on our Go-To-Market, we connect our client to the biggest player on the market, becoming its first key account and a strategic partnership (representing ~50% revenue).
- Case 2: Irricontrol – Provided Go-To-Market and digital product strategy, in exchange of sweat equity, to rebuild all the interface software. The results made possible the growth of annual revenue in 10x (from BRL 100K to BRL 1M), making viable to a global strategic partner to invest in the company.

**Knewin | Product leader (B2B Services and SaaS) – last position**

**Oct 2018 – Mar 2021**

Created a suite of products to provide monitoring and analytics solutions for Brazil and +9 countries in Latam. Helping to expand the revenue of the company from R\$7M to R\$28M in less than 3 years.

- Increased productivity in ~500%, 90 peoples attending 300 to 45, attenging +700 clientes.
  - Building more than 100 automated scripts and stop doing these processes manually.
- Saving project - reduced the infrastructure cost U\$30k/yer to 0k
- Increase data monitoring capacity exponentially in ~9000%, to support demands on Covid-19.
  - Capacity before Covid-19 was ~10k of data per day to ~900k of data per day

**101 Chefs Beta (MVP) | Co-founder and Product Leader – last position**

**May 2015 – Sep 2017**

Baobá was an Open Business Movement, as a co-founder, created a product with local impact. Worked from scratch on one specific product, defining Go-To-Market strategy and product development. Our marketplace support homemade cookers. In the first 3 months, the MVP have more than 150 active cookers.

**Groupe PSA (Stelantis) | UX/UI Designer**

**Apr 2014 – Dec 2014**

Worked in agile team on a global project. Creating and deliver a onboarding computer, with global deploy for the next generation of Citroen cars of 2018.

## Languages

French (Native), Portugues (Native), English (Fluent), Spanish (Limited working)

## Hobby

Traveling, scuba/free diving, hike, running, design, illustration, documentary and lover of good conversation

## Skills

Solver problema • Product management • Team leadership • Customer centric • Data driven • Entrepreneur • Self-motivation • Product design • UX/UI • Product strategy