

Mo Fadaly

AI Product Leader · Hands-On Engineer · Two-Time Founder

Vancouver, Canada (Remote) | mo@fadaly.net | fadaly.net | linkedin.com/in/mofadaly

SUMMARY

Technical product leader and hands-on engineer with 18 years across SaaS, AI, MarTech, and revenue operations — including a decade at Dentsu architecting platforms that drove \$75M+ in revenue growth. Bootstrap, architect, and code AI/ML/LLM products end-to-end: 600+ AI projects shipped personally over the last four years — production agent platforms, RAG pipelines, and customer-facing demos. Two-time founder with a player-coach leadership style, sales-enablement instincts, and a public writing practice that evangelizes practical AI patterns.

EXPERIENCE

Strategic Business Analyst, ICUC (Dentsu) | Sep 2015 – Present | Vancouver / Remote

Prior at ICUC: Revenue Operations Manager; Operational Efficiency Specialist

- Owned the GTM, MarTech, SalesTech, and BI stack as ICUC scaled from ~\$17M to \$30M+ ARR; led the Salesforce overhaul that contributed to **\$75M+ in revenue growth**.
- Architected the MarTech / RevOps platform — lead scoring, routing, pipeline forecasting, attribution, CDP integrations — replacing five disconnected tools with one cohesive system.
- Built and led a multidisciplinary insights team of **8 analysts** delivering 250+ monthly reports across 100+ clients, including **30+ Fortune 500** brands.
- Past four years: shipped **600+ AI projects** — production agent systems, RAG pipelines, evaluation harnesses, and client-facing AI demos. Authored ROI documentation, sales collateral, and technical case studies that closed enterprise deals.

ERP Functional Consultant, Odoo Partner | Feb 2014 – Oct 2015 | Egypt

- Sold and implemented Odoo ERP for SMB clients across CRM, accounting, and inventory; bridged sales conversations and engineering delivery into shippable, integrated solutions.

Co-Founder & CEO, 7Dash | Jan 2013 – Jun 2014 | Cairo

- Co-founded and led 7Dash to become one of Cairo's top coding bootcamps. Built the operating model from zero — curriculum, hiring funnel, instructor team, placement pipeline. Bootstrapped raw vision into revenue.

Founder · Lead Pentester & Trainer, Hackurity | May 2011 – Dec 2012 | Cairo

- Founded a cybersecurity training and consulting firm; ran enterprise engagements and hands-on workshops for **Vodafone, Orange, Orascom, and EgyptAir**. Led penetration-testing assessments across telecom, banking, and aviation. Earned CISSP at age 23.

EDUCATION

BSc Information Technology and Computing, The Open University (UK).

Professional Certificate, Data Science, Harvard University (HarvardX). Coursework: R Basics, Visualization, Probability, Inference and Modeling, Productivity Tools, Data Wrangling, Linear Regression, Machine Learning, Capstone.

CERTIFICATIONS

Security: CISSP (ISC2, Jun 2011); CEH (EC-Council).

CRM & SaaS Platforms: Salesforce Certified Administrator (2021); HubSpot Marketing, Sales, Email Marketing, CMS, Reporting.

Marketing: Meta Blueprint 100/101; Google Ads (Search, Display, Measurement).

SKILLS

AI / ML / LLM: LLM application development (Claude, GPT, Gemini); RAG, embeddings, vector search; multi-agent orchestration; prompt engineering and evals; fine-tuning; AI compliance and auditability; production AI infrastructure.

SaaS & Platform: Salesforce (admin, architecture, automation); HubSpot full suite; Pardot, Marketo, Mailchimp; lead scoring, routing, attribution; CDP and data integrations; revenue pipeline forecasting.

Engineering: TypeScript, Python, SQL, Bash; React, Next.js, Astro; Node.js, FastAPI; PostgreSQL (pgvector), SQLite, Redis; Docker, GitHub Actions; Vercel, DigitalOcean, AWS, GCP.

Product & GTM: Product strategy and roadmap; KPIs for adoption, revenue, and delivery; sales enablement (demos, ROI documentation, case studies); cross-functional leadership; technical writing and public evangelism; HIPAA / SOC 2; bilingual (English, Arabic).