

Zeina Elsorady

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EDUCATION

University of Ottawa & Egypt University of Informatics

Expected Grad May 2027

Bachelor of Commerce (BCom), Business Technology Management – Telfer School of Management

- Dual Degree • Full Excellence Scholarship (100k+) • **CGPA: 8.1/10**
- Coursework: Systems Analysis & Design (A), Business Analytics (A-), Data Mining (A), Business Information Technology (A+), Competitive Intelligence (A+), Java(A)
- **Certifications**
 - McKinsey Forward – 10-week professional development program focused on leadership, communication, adaptability, problem solving, and digital skills.
 - Subject Matter Expert – Competitive Intelligence & Market Insights

EXPERIENCE

Founder & Technology Consultant

Lumen Consulting | Ottawa, ON

May 2026 – Present

- Consulted with 4+ small businesses to assess technology needs and recommend digital solutions.
- Designed and developed 4 websites tailored to client branding and business objectives.
- Managed 100% of project lifecycles, including client meetings, requirements gathering, development, testing, and deployment.
- Coordinate external specialists in UX/UI, branding, graphic design, and SEO to deliver comprehensive digital solutions.
- Acquire and manage client relationships through networking, referrals, and business development initiatives.

Product Owner Intern (Business Analysis)

2B Tech Company | Cairo, Egypt

July 2025 – September 2025

- Gathered and translated stakeholder requirements into user stories, acceptance criteria, and prioritized product backlogs for HR and ERP systems.
- Identified Agile workflow inefficiencies and presented process improvement recommendations directly to executive leadership.
- Collaborated with cross-functional teams to support the modernization of multiple enterprise applications.
- Presented project progress, product updates, and strategic recommendations to senior leadership, supporting informed decision-making.

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

- **Vice President of Marketing**- Telfer Business Technology Association | 2026–Present
- **Vice President of Events** (Founding Executive Team)-Telfer Capital Consulting (TCC) | 2026–Present
- **Director of Marketing**- Telfer BIPOC Business Society | 2026–Present
- 2nd Place – Business Technology Case Competition (BTCC)
- Rally Egypt's National Entrepreneurial Startup Competition – Semi-Finalist

SKILLS

Business & Consulting: Business Analysis, Requirements Gathering, Digital Transformation, Product Management, Agile & Scrum, SDLC, Stakeholder Management, Process Improvement, Product Vision, Prototyping

Technical: WordPress, Python, Java, SQL, R, IBM SPSS Modeler, Jira, Odoo ERP, Figma, Microsoft Suite, Data Visualization

INTERESTS

Emerging Technology & Artificial Intelligence, Storytelling & Content Creation, Speed cubing (Rubik's Cube), Chess, Pool table, Painting, Reading, and Journaling.