



CONTACT

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www.aminbashi.com

EDUCATION

University of Waterloo

BASc, Engineering

University of Oxford

MSc, Management

Corporate Class

Effective Leadership, Executive Presence, and Leading with Emotional Intelligence

SKILLS

Building High-performing Teams,
Strategic Planning, Stakeholder Management, Critical Thinking, Public Speaking, Financial Analysis, Design Thinking, Data Analytics, Prioritization, Project Management, Sprint Planning, Product Development, Agile Coaching, Python, Solidity, Django, JavaScript, and PostgreSQL

AMIN BASHI

EXPERIENCE

Prequel

Feb 2024 - Present || Austin || Head of Product/Design and Engineering

We've built an AI-first product that is designed to provide Gen Z and Gen Alpha expert guidance, actionable advice, and support throughout their passion-fuelled paths to growth centered around entrepreneurship.

Product School

July 2022 - Feb 2024 || San Francisco || VP, Product (Enterprise)

I coached, advised, and trained product managers and executives at Fortune 500 companies like Visa, JPMorgan Chase, Vanguard, Microsoft Teams, Disney+, Workday, etc., to upskill and align their teams to accelerate revenue growth (growing from ~\$400MM ARR to \$5+B ARR).

Bloom

August 2020 - July 2022 || Toronto || Co-founder, CPO

I co-founded Bloom and raised \$3.5MM to democratize access to retirement coaching, encompassing life and financial planning. We got acquired after our third major pivot led to an 80% MoM growth rate.

CareGuide

April 2019 - August 2020 || Toronto || Vice President, Product & Design

I led our product, design, and customer success teams and served 12+MM members with \$180+MM in annual processed payments. During my tenure, we managed to decrease our acquisition cost by 64% and increase our customer lifetime value by 47% in 14 months.

CrowdRiff

Feb 2017 - March 2019 || Toronto || Head of Product & Design

I managed our product strategy, product roadmap, and machine learning projects at CrowdRiff. We built the world's first AI-powered visual marketing platform which led to exceptional capital efficiency and unit economic rates of over 4x while the company's revenue grew by 12x and headcount grew by 6x.

Shopify

May 2015 - Feb 2017 || Ottawa || Startups Lead (Shopify Ecosystem)

I led the "Shopify for Startups" program and worked with Shopify's product and engineering teams to build a world-class developer ecosystem. My team and I managed the growth of the Shopify App Store leading to a 78% increase in revenue during my tenure.

Google

New York || API Technical Writer (Google Apps Script)

AMIN BASHI

AWARDS

Product School

The Top Minds in Product

Google

Google Citizenship Award

Next Canada

Selected as one of the next 36 promising leaders in Canada

Timmy Awards

Nominated as one of the top 10 tech managers in North America

The Globe and Mail

Selected as one of the top 50 "Changemakers" in Canada

PUBLICATIONS

Product Management Festival

Why Artificial Intelligence Needs

Product Sense

Productized Conference

Designing for augmentation, not automation

Blurb (Book)

Design for Augmentation, Not Automation

Building CrowdRiff

How we are becoming a product-led company

Product School

Product Strategy Template

RECOMMENDATIONS

Jennifer Lennox (VP, People at CareGuide)

"There was this exceptional quality above and beyond Amin's keen eye for product enhancements and conceptual visions to drive the CX and that was his human skills. I was in awe watching him create the roadmap and build and sustain authentic relationships with the team that would bring it to life. He is empathetic, patient, and kind. We all wanted to do what was necessary to be part of what he was building. I am grateful to have had an opportunity to work with an executive leader like Amin."

Sameer Mehta (Senior Software Engineer at CareGuide)

"Amin is a wonderful product leader whom I had the pleasure of working with and learning from at CareGuide. His passion for building great products is clear as day. He is a wonderful mentor; empowering product, design, and engineering teams to create products that users love. Amin is incredibly dedicated and is always the first one in the office and the last to leave. Even with a packed schedule full of meetings, he makes time to ensure everyone is supported and has what they need to succeed. His humility and empathy make him not just a great leader but also a great friend that I and others on the CareGuide team turn to for advice, help, and support. Amin is undeniably a customer champion, working hard to create amazing products that go above and beyond the needs of customers."

Melissa Cartaginese (Manager, Client Success at CrowdRiff)

"I had the pleasure of working with Amin during his time at CrowdRiff. From day one, Amin had a positive impact within our company across all departments. He always listens and responds directly to customer and employee feedback regarding the product, processes or roadmap development. He always wowed our customers and they would sing his praise when he joined calls and in-person meetings."

Marketa Krivy (Chief Brand Officer at Bloom)

"Amin is an incredibly tech savvy and visionary product leader. He is a master of his domain. But what makes him an invaluable asset is his passion for people. His generosity and collaborative nature made him the best teammate we could've asked for. And, his kindness, loyalty and unwaveringly positive nature made him the heart of Bloom."



Please see my LinkedIn profile to see all my past work experiences and recommendations: <https://linkedin.com/in/aminbashi>