

PRINCIPAL

Yasser Jawad *BSc (Hons)*

AI Product Manager & Systems Builder · Commercial Transformation

London based · Asia · Middle East · Open to relocate

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PROFESSIONAL SUMMARY

AI Product Manager with hands-on experience designing and building agentic workflows and multi-agent LLM systems for commercial applications. Combines Development Economics training (SOAS, London — MENA specialization) with practical AI implementation: building orchestration pipelines, designing workflow automation, and integrating LLMs (GPT-4, Claude, Llama 2) into production systems that drive adoption by internal teams.

Operates between product strategy and deep technical implementation — designing 6-agent architectures, implementing 4-layer processing pipelines, and achieving measurable B2B outcomes: 100% operational efficiency gains, 30% revenue growth, and 300% response time improvements for commercial and sales operations. Known for pattern recognition, forecasting market shifts, and translating complexity into tools that commercial teams actually use.

CORE COMPETENCIES

Agentic Workflow Design — multi-agent orchestration, LLM pipeline architecture, workflow automation for commercial teams

AI Product Development — end-to-end delivery, internal adoption, user feedback loops, continuous improvement

B2B Commercial Tools — CRM implementation, sales enablement, lead generation, account management systems

Pipeline & Deal Automation — state management, progressive processing layers, predictive pattern recognition

Cross-Functional Collaboration — partnering with sales, operations, and data teams to align product with business priorities

Stakeholder Management — driving adoption, building trusted relationships, translating technical capabilities into business value

LANGUAGES

English — Native / Fluent

Arabic — Conversational (heritage language)

PROFESSIONAL EXPERIENCE

AI Systems Developer & Product Builder

Principal · Veres Labs · 2025 – Present

- Designed and built **multi-agent AI system** with 6 specialized agents — a complete **agentic workflow** for automating complex B2B processes with orchestration, state persistence, and feedback loops
- Implemented **4-layer progressive pipeline** for workflow automation: Evidence (deterministic) → Optimization (LLM) → Creative (optional) → Review (LLM QA) — supporting scalable, repeatable commercial processes
- Built **Pipeline State management** with JSON persistence for crash recovery, full auditability, and continuous improvement based on usage data
- Created **Context-aware selection system** with classification logic and confidence-based fallback — demonstrating predictive decision-making patterns
- Developed **CLI framework** with rich user interface to ensure **internal adoption** — 3 custom commands, intuitive options, clear feedback (~1,400 lines Python)
- Owned **end-to-end delivery** from concept to production-ready system with 2,155+ lines of Python code and 1,500+ lines of documentation

Mail Boxes Etc. — Director of Business Development & Strategy

London (Clapham Junction) · 2022 – 2026

- **Annual revenue: £200K → £300K** (+£100K, year-end target met) driven via a composed AI-and-automation architecture across multiple production systems
- **Conceived QuickKey B2B mobile platform** — originated the product idea, designed the architecture, led the roadmap. Shipped partner onboarding workflows + commercial GTM strategy · **30% operational efficiency**. Roadmap also included design + prototyping of a computer-vision key analysis pipeline (OpenCV → dimensional measurement → key-type classification → **Keyline Ninja Total** integration); handed off to development for production
- Designed and shipped **context-augmented GPT-4 routing system** for B2B email triage — three-branch classifier (guidance / quote / payment) with embedded service catalog, stepped pricing, and response templates. Built before context-augmented generation (CAG) was canonically named. **300% response-time improvement**
- Built **automated inventory management** tracking 1,000+ SKUs — Python + Square API + threshold detection → Excel/PDF generation → supplier email automation. **30% revenue growth**
- Implemented **dynamic pricing engine, CRM with lead scoring**, and structured customer data segmentation — directly improving **sales team productivity** and B2B account retention
- Applied quantitative analysis and market research to formulate **B2B sales strategies**, secured new contracts, and mentored junior consultants — **driving adoption** of AI-assisted workflows across the team

KEY PROJECTS

Job Engine — Agentic Workflow System ★ (2026)

Designed and built complete **agentic AI system** for automating B2B application workflows. Architecture: 6 specialized agents, 4-layer processing pipeline with state persistence and feedback loops. Technologies: Python, Click CLI, Pydantic, LLM APIs (Claude, GPT-4). Result: production-ready system demonstrating end-to-end AI product delivery.

CRM & Account Management System (2023–Present)

Implemented CRM workflows for **B2B account management and retention**. Cleaned and structured customer data, created segmentation strategies, built lead scoring logic. Result: increased engagement, improved pipeline visibility, higher lead conversion.

AI Sales Enablement Chatbot (2022)

Built intelligent chatbot using GPT-4 and Azure for **sales team productivity** — automated email responses, quotation generation, client communication. Result: **300% response time improvement**, reduced errors, improved customer satisfaction.

QuickKey — B2B Mobile Platform (2023–Present)

Led **product roadmap** for industry-transforming mobile application. Managed partner onboarding, feature prioritization, and go-to-market alignment. Result: **30% operational efficiency gain** for commercial teams.

Automated Ordering & Inventory System (2022)

Designed workflow automation system tracking 1,000+ items with automatic reordering and supplier communication. Result: **30% revenue growth**, significant cost reduction.

TECHNICAL SKILLS

category	technologies
Agentic AI Systems	Multi-agent orchestration · Pipeline architecture · Workflow automation · GPT-4 · Claude · Llama 2 · Azure AI
Product Development	End-to-end delivery · User feedback loops · Adoption metrics · Roadmap management
Python	Click CLI · Pydantic · asyncio · dataclasses · Rich console · JSON serialization
Commercial Tools	CRM Implementation · Sales Enablement · Lead Generation · Account Management · Pricing Strategy
Data & Analytics	Quantitative analysis · Predictive patterns · Sales analytics · Econometrics · Customer segmentation
Prompt Engineering	JSON extraction · Structured outputs · Context management · Token optimization

EDUCATION

BSc Development Economics

SOAS, University of London · 2:1 · 2017–2022

- **Quantitative focus:** Microeconomics, Macroeconomics, Banking & Finance, Advanced Statistics
- **MENA specialisation:** Economic Structures and Policies in MENA countries
- **Applied skills:** Data Analysis, Economic Modelling, Market Structures & Growth Dynamics, Predictive Analysis

Higher Education in Business

Uxbridge College, London · Distinctions · 2014–2015

Foundation in Computing

Birkbeck University, London · 2007–2010