

KIFAH OWDA

MBA, B.Eng · Data & Product

Sudbury, ON · (416) 833-6080 · kifahharbgm@gmail.com

linkedin.com/in/kifahowda · [\[PORTFOLIO URL\]](#)

Data and product professional combining engineering fundamentals with business judgment. Experienced leading cross-functional technical teams, designing data pipelines, and translating research into decisions people can act on. Background spans early-stage startups, operations, and analytics across the Middle East, Europe, Asia, and North America. Applied project portfolio at [\[PORTFOLIO URL\]](#).

EXPERIENCE

Research Assistant — Data & Product Lead

Georgian College · Mitacs Accelerate, industry partner PopIn · Remote · Sep 2025 – Present

- Selected through Mitacs Accelerate to lead technical and data development for startup partner PopIn.
- Led and coordinated a team of 15 junior developers and interns across three concurrent projects.
- Owned schema design, data collection workflows, and reconciliation processes for event-attendance data.
- Built forecasting pipelines and stakeholder-facing dashboards to guide product and business decisions.

Data Analyst

PopIn · Contract · Remote · Apr 2025 – May 2025

- Delivered “Data-Driven Event Attendee Profiling,” an industry project through Riipen and Advance Ontario.
- Contributed across data pipelines, dashboards, and predictive analytics for attendee segmentation.

Product Business Development Manager

COSA Group · Remote · Dec 2021 – Jun 2024s

- Identified new products, partnerships, and service opportunities for a chemical and high-tech startup.
- Ran market and competitor research, including pricing analysis, to inform strategy and investor relations.
- Migrated client and supplier records from Excel to PipeDrive, improving data integrity across the pipeline.
- Built a product inventory database integrated with the company website.

Co-founder & Operations Officer (COO)

KomraVision Ltd. · Hong Kong & Estonia · Jan 2018 – Jan 2020

- Co-founded a venture building AI near-infrared solutions for real-time material analysis.
- Designed structured data-entry templates for lab reports feeding the AI training pipeline.
- Produced financial models and forecasts supporting fundraising efforts.

Project Manager

CallU · Ramallah, Palestine · Feb 2016 – May 2017

- Led a team of 10 engineers implementing the company’s IPTV infrastructure project.
- Coordinated teams, ran training, and aligned delivery with company strategy and client needs.

Project Coordinator

Philips Lighting – ESCOM · Ramallah, Palestine · Jan 2015 – Jan 2016

- Conducted energy audits and Dialux simulations for LED efficiency feasibility studies.
 - Delivered technical and financial reports; coordinated the technician team through implementation.
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EDUCATION

Big Data Analytics (BDAT), Post-Graduate Diploma — Honours

Georgian College, Barrie, ON · Apr 2024 – Apr 2025 · GPA 92

Master of Business Administration (MBA)

Indiana University of Pennsylvania, USA · 2018 · GPA 4

B.Sc. Telecommunication Engineering

An-Najah National University, Palestine · 2014

Additional programs: BizStart Entrepreneurship, YES Employment Services (2023) · Women in Technology, ACCES Employment with IBM and TD Bank (2021) · Summer School in Entrepreneurship, I.E.C.T. Hermann Hauser with University of Cambridge (2019) · Innovation & Entrepreneurship, Brandeis University (2017)

SKILLS

Data & Analytics — Python (Pandas, Matplotlib, Seaborn), SQL, Advanced Excel, EDA, Statistical Modelling, Predictive Analytics

Visualization — Tableau, Power BI, Plotly / Dash

Product & Research — Roadmapping, User Research, MVP Validation, Market Analysis, Data Storytelling, Agile Delivery

GIS — ArcGIS, Survey123, Leaflet

Tools — Git, FastAPI, C#, PipeDrive, Trello, Monday.com, ClickUp

Languages — English (fluent), Arabic (fluent)