Aram Soukiasian, MBA

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PROFESSIONAL EXPERIENCE

SMARTFYT.AI; Boston, MA   June 2024 to Present

Co-Founder & Head of Product| Led the development and product strategy for SmartFyt, one of the first AI-driven platforms that provides students with the necessary tools to navigate and execute their goals by implementing our own AI models dedicated to student performance

- Defined product-market fit through extensive market research and customer discovery, identifying key pain points and refining the value proposition to position SmartFyt as a critical tool for high-performance student-athletes.
- Spearheaded product-led growth (PLG) strategy for one of the first AI-driven student performance platforms, increasing weekly, and monthly goal achievement by 80%
- Developed and executed go-to-market strategy, securing early adoption with Harvard Wrestling and engaging key stakeholders, including athletic directors, coaches, and academic advisors, to drive product validation and adoption.
- Designed AI-driven performance metrics that converted complex physiological and behavioral data into actionable insights, resulting in a 70% increase in student goal completion and measurable performance improvements.
- Developed a 12+ month product vision based on in-depth customer discovery with high schools, universities, and athletic departments, evolving the product from a student-focused tracker into a broader academic performance intelligence tool.
- Built and shipped AI models and performance dashboards using Next.js, AWS, and SQL; rapidly validated hypotheses through A/B tests using PostHog and cohort analysis.
- Defined and tracked key success metrics, including retention, engagement with performance dashboards, and coach usage—driving feature prioritization and roadmap decisions.
- Championed customer discovery by conducting weekly 1:1s, ensuring roadmap decisions addressed their top pain points.

CSI COMPANIES; Boston, MA   April 2024 to October 2024

Program Manager, AI and Security | Responsible for leading and coordinating multiple projects to enhance organizational security and leverage AI technologies, ensuring successful execution through strategic planning, stakeholder collaboration, and continuous improvement.

- Led and executed multiple cybersecurity and AI programs, delivering innovative solutions that not only strengthened the organization's security posture but also aligned with critical business objectives, resulting in risk reduction.
- Created detailed project playbooks that defined scope, goals, and deliverables, streamlining execution, resource planning, and team collaboration to ensure the successful delivery of complex projects on time and within budget.
- Managed AI software development programs and utilized project management tools to develop detailed work plans and schedules, coordinating with partners and ensuring successful project lifecycles and outcomes.
- Developed and executed go-to-market strategies that successfully brought in customers, fueling early business growth and establishing a foundation for future success, including building clear processes for onboarding and engagement.
- Built strong partnerships with software vendors, enhancing program capabilities and delivering collaborative solutions, while being the central point of contact to coordinate project progress and facilitate effective communication.
- Worked closely with senior stakeholders to provide regular updates on project progress, identifying dependencies and risks while implementing effective solutions to keep initiatives on track and aligned with strategic goals.

DIRECT IT; Boston, MA   July 2017 to July 2021

IT Solutions Engineer| Designed and managed IT solutions for businesses, ranging from startups to Fortune 500 companies.

- Managed an agile team of 5, reducing average annual costs by 45% to design and optimize cloud computing solutions.
- Directed SharePoint migrations, ensuring 100% functionality within a dedicated budget, while managing project timelines.
- Communicated business requirements to engineers and led AWS system optimization efforts to increase 100% uptime
- Created and executed product roadmaps resulting in year-over-year revenue growth aligned with business objectives.
- Facilitated direct communication between senior stakeholders and engineers to construct budget-conscious Cloud Systems that improved performance for local and remote employees nationwide.
- Expertly managing multiple projects through meticulous documentation processes, ensuring accuracy and promoting collaborative communication, with a detail-oriented approach, technological proficiency, and a commitment to quality

EDUCATION

Master of Business Administration (MBA)

Boston University Questrom School of Business; Boston, MA

- Graduate Teaching Assistant: Entrepreneurship (Graduate Students), Catalyst Program
- Professional Certifications: ICORP Certificate in Customer Discovery
- Mentor, First Year Innovation Fellow: Boston University Innovation Laboratory

Bachelor of Science, Computer Science (BS)

Temple University College of Science and Technology; Philadelphia, PA

- Co-founder and Captain, Temple University Club Wrestling
- Co-founder and Treasurer, Armenian Students Club

ADDITIONAL INFORMATION

Tech: Clouding Computing Platforms including Google Cloud, AWS Cloud Solutions (S3, EC2, RDS), and Microsoft Azure. Java, C#, SQL, Python, MongoDB, VMWare, Github, NEXT.JS, Node.JS, Jira, Software Design, Distributed Systems, Miro, RESTful APIs, React, Supabase