

# HAMID ELSEVAR

## Product & Technology Leader for Service Businesses

**Get found. Get trusted. Get paid.**

I connect marketing, customer service, operations, data, and AI in one clear system, so your team can win customers, serve them well, and know what to do next.

### EXECUTIVE BRIEFING

Service businesses often keep marketing, client conversations, service delivery, and follow-up in separate places. Hamid connects them in one clear system - from the first customer contact to the next action - while people stay responsible for important decisions.

### THREE CAPABILITIES

#### 01 - CUSTOMER JOURNEY

##### **Get found and trusted**

Connect public discovery, intake, and service context so customers meet one clear business.

#### 02 - SERVICE OPERATIONS

##### **Keep the work connected**

Bring client context, ownership, handoffs, and next steps into a workflow the team can use.

#### 03 - DATA & AI

##### **Improve the next decision**

Use AI to organize and recommend while accountable people review, decide, and act.

### FLAGSHIP PRODUCT

#### WORKING FLAGSHIP - IN USE - IMPROVING

## AdvantageOS

Immigrant entrepreneurs should not have to repeat their story every time they need help, and staff need one clear view of the relationship and next step.

**Leadership:** Hamid guides product direction, workflow design, technology delivery, and human-reviewed AI with Advantage partners and the team serving clients.

**Working system:** Connected intake, client and service context, staff workflows, accountable next actions, and AI-assisted preparation with human review.

#### **TruArc**

Working standalone product. A client and practice CRM for independent professional readers - an underserved community overlooked by mainstream business software. It connects client history, appointments, follow-up, and recorded outcomes. No customer traction, billing, or outcome-accuracy claim is made here.

### PROOF AND CONTACT

#### **Inspect proof**

[github.com/elhamid/advantage-services-public-proof](https://github.com/elhamid/advantage-services-public-proof)  
[advantagenys.com/hamid](https://advantagenys.com/hamid)

#### **Start a conversation**

[hamid.elsevar@gmail.com](mailto:hamid.elsevar@gmail.com)  
[linkedin.com/in/helsevar](https://linkedin.com/in/helsevar)

EXPERIENCE

ADVANTAGE SERVICES

February 2, 2026 - Present

Chief Technology Officer public title since July 2026

- Leads product and technology direction connecting marketing, client intake, service workflows, data, and human-reviewed AI.
- Guides AdvantageOS development and continuous improvement with partners and the team serving clients while keeping private client and staff work protected.

WISEPAL

May 2023 - Present

Founder & Product Lead

- Shapes product strategy, workflow design, and delivery direction for service-business products and underserved professional communities.
- Connects operating problems to usable product paths while separating software maturity, public proof, and business outcomes.

AGENTICS FOUNDATION

February 2025 - Present

Member & Advocate - Professional affiliation

APEX SYSTEMS

February 2017 - June 2023

Agile Coach / Scrum Master - Full-time

- Supported product, delivery, Agile governance, and enterprise transformation work across aviation, banking, financial services, consulting, and energy environments.
- Connected team delivery, portfolio priorities, operating change, and cross-functional execution.

SELECTED CONCURRENT ENGAGEMENTS

|                    |                                                                                                                 |                     |
|--------------------|-----------------------------------------------------------------------------------------------------------------|---------------------|
| Southwest Airlines | Senior Product Delivery Coach - Contract                                                                        | Sep 2022 - May 2023 |
| PASHA Bank OJSC    | Senior Agile Coach (Sep 2020 - Jan 2021); Head of Agile Governance & Innovations Champion (Jan 2021 - Feb 2023) | Sep 2020 - Feb 2023 |
| Wells Fargo        | Product Delivery Coach - Contract                                                                               | Feb 2022 - Jun 2022 |
| The i4 Group       | Principal Delivery Coach / Agile Consultant - Contract                                                          | Jun 2019 - Sep 2020 |
| Eliassen Group     | Lean Portfolio Management Agile Coach - Contract                                                                | Aug 2018 - Jun 2019 |
| ExxonMobil         | Agile Coach - Contract                                                                                          | Sep 2017 - Jun 2018 |

SAMSUNG RESEARCH AMERICA

January 2016 - June 2016

Product Owner - Contract

- Supported US Smart TV product work across design, engineering, and partner teams.

PUTERFIX INC

2006 - 2015

Business Partner & IT/Product Project Manager

- Delivered technology and digital projects for New York small businesses, building an operator-level understanding of practical service constraints.

EDUCATION AND SELECTED CREDENTIALS

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| <div>EDUCATION</div> <div>Missouri State University - MBA   2019</div> <div>Missouri State University - BS, Computer Information Systems, Cum Laude   2003</div> | <div>SELECTED CREDENTIALS</div> <div>Northwestern Kellogg Executive Education - Product Strategy   2021</div> <div>IDEO U - Foundations in Design Thinking   2022</div> |
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