

Product Manager and Technologist with a proven track record in leading the development of innovative technology solutions like [Pure Fusion](#) and [Virtual Machine Analytics](#) at Pure Storage. My role capitalises on deep expertise in integrating complex technologies to enhance product offerings, improve developer experience, and drive market leadership. During my 10 years in tech, I have presented in over 15 conferences globally, earned a number of accreditations and certification, and I am waiting for my 3 patent to be published,

Check here for a look at what I write and talk about: <https://blog.purestorage.com/author/adammazouz/>, or on my personal website <https://adammazouz.com>



EXPERIENCE

Principal Product Manager, Pure Storage

Oct 2025 - Apr 2026

Pure Data Intelligence | Next-gen Observability | Cross-BU Strategy Alignment |

- Launched **Pure1 Data Intelligence** from concept to production, creating a new product category that maps databases (Oracle, MS SQL) to storage volumes for application-aware capacity planning.
- Defined and drove Fusion Fleet Management in Pure1 program, delivering fleet topology, administration, and array onboarding for **13,500+** customers.
- Authored the **Next Generation Pure1** Platform vision, architecting the transition to real-time OTel-based observability and a unified intelligent platform layer.
- Expanded Pure1's analytics coverage by defining requirements for **Object Store Capacity** Analytics for FlashArray, closing a key visibility gap for customers adopting object storage workloads.
- Championed innovation through hackathon leadership, building "Pure1 Local" (containerized Pure1 for darksite/air-gapped environments) and "Pi by Pure" (MCP-based intelligent control plane using AI to dynamically build UI), demonstrating hands-on technical depth with React and modern tooling.
- Built internal dashboards (Amplitude, Power BI) to track feature adoption, product KPI, and customer engagement. Used phonehome telemetry and usage analytics to prioritize roadmap and justify investment based on data-driven decisions.
- Drove Go-to-Market execution for multiple launches simultaneously: authored blog posts, ran internal TOI, presented regularly at executive briefings (EBCs), partner forums, and internal tech conferences, directly influencing enterprise deal cycles.

Senior Product Manager, Pure Storage

Mar 2024 - Oct 2025

Storage-as-a-Service | Observability | Strategy | Data-driven analytics |

- Identified a critical market gap in VMware cost visibility during the Broadcom acquisition upheaval. Conducted competitive and customer analysis that led to the development of the **Pure1 Virtualization Assessment** from 0 to 1 in 3 months, a capability that helps customers optimize VMware clusters, consolidate underutilized hosts, and reduce licensing costs by up to 30%. [Read more](#)
- Led strategic product roadmap planning across VM Analytics and capacity analytics, achieving a **30% reduction in time-to-market** by restructuring requirements handoff processes, and tightening the feedback loop between product, engineering, and UX.
- Designed and led the rollout of tailored Go-to-Market strategies that increased sales team efficiency by 40% and drove a 25% increase in revenue by equipping them with targeted use cases and robust sales support materials.
- Established data-driven product iteration cycles using Amplitude analytics, phonehome telemetry, and direct customer feedback to continuously refine VM Analytics and Virtualization Assessment features, driving measurable improvements in adoption and user engagement.

Senior Technical Product Specialist, Pure Storage

Apr 2023 - Mar 2024

FinOps | Public Speaking | Tech Community | Solution Architect | Cost Optimisation |

- Collaborated directly with engineering teams as the lead SME for VMware and Cloud technologies, guiding the design and development of five new cloud-based product features that aligned perfectly with customer needs, resulting in a 100% improvement in product adoption.
- Understanding the technical and business value of cloud solutions and use cases and spreading that knowledge to the community through speaking in-person meetups, online webinars, and blogging.
- Developing partnerships with experts from other technical partner organisations to jointly build new solutions to help our customers.
- Influencing customers to fundamentally change their approach of migrating or managing storage on public clouds by introducing ways that Pure Storage can help.

Cloud Solutions Engineer, Pure Storage

Apr 2021 - Apr 2023

AWS | Azure | Data Protection | Data Migration | Disaster Recovery | Multi-cloud

- Served as the technical authority for Pure Cloud Block Store (CBS) across AWS and Azure, providing architecture guidance to enterprise customers designing hybrid and multi-cloud storage deployments.
- Pioneered new integration patterns between Cloud Block Store and native cloud services (AWS Outposts, Azure VMware Solution, cloud-native databases), identifying use cases that expanded CBS's addressable market and unlocked net-new pipeline opportunities.
- Influencing customers to fundamentally change their approach of migrating or managing storage on public clouds by introducing ways that Pure Storage can help.
- Created technical enablement collateral including solution briefs, reference architectures, and integration guides that simplified complex cloud deployment scenarios, enabling field teams and partners to position CBS independently.
- Built and delivered training programs for field engineers, channel partners, and customers across EMEA, accelerating CBS adoption and establishing a repeatable enablement framework that scaled across the region.

Storage Solution Architect, Modern Systems and Technology

Jan 2018 - Sep 2019

Bash | Linux | VMware SRM | Microsoft System Center | Backup and Replication

- Prepared technical offers and presentations by responding to RFP/RFQ from clients and vendors, followed by writing high level and low-level design documentation
- Implemented and integrated Servers, Storage hardware and software projects
- Leveraged shell scripting to automate tasks and maximise productivity
- Collaborated with customers and vendors to ensure high-quality products that adhere to schedule timelines and meet budget guidelines

Digital Security Officer, Hexa Connection (Volunteer)

Jun 2017 - Nov 2018

Cybersecurity Awareness | Encryption | End-User Security | Office365 | Trainer

- Organised and conducted a digital security awareness workshop for activists and civil right defenders, resulting in a well understanding of internet, daily use technologies and raising their awareness.
- Prepared contents and deliverables for a five days workshop using PowerPoints slides and hands-on activities.
- Drafted and edited a digital security awareness guide and booklets.

Field Systems Engineer, Modern Systems and Technology

Mar 2015 - Jan 2018

AWS | VMware | SAN | Linux | Windows Server | Active Directory | Veeam

- Provided on-site and remote technical support as level 1 responders by escalating cases and resolving tickets from different contracts by meeting SLA service level of agreement
 - Effectively managing a team of 3 members by creating daily tasks, communicating, and motivating to achieve high standards and KPI targets
 - Provided well-written handouts and final project documentation, besides implementation plans and user acceptance tests
 - Proposed plan and executed migration from physical Windows 2003 to virtual Windows 2016 exchange and file servers on VMware platform, which lead to increase security, scalability, and efficiency
 - Performed backup and replication of 20 TB of live production data as a part of site migration by providing data availability and no down time during working days
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EDUCATION

Newcastle University, Postgraduate

Sep 2019 - Sep 2020

MSc Computer Science, (1st Class Distinction)

University of Tripoli, Undergraduate

Sep 2011 - Jul 2015

BE Electrical and Electronic Engineering, (Honour: Ranked 3rd in 2015 class, GPA:83%)



Community Engagement & Recognition

VMware vExpert, For year 2023, 2024, 2025

Awarded for outstanding contributions to the VMware community and a demonstrated commitment to sharing expertise and knowledge within the industry.

AWS Community Builder, For year 2022, 2023, 2024 (Data Storage Category)

Recognized for significant contributions to the AWS community, specifically in data storage solutions, exemplifying leadership and innovation in technology applications.



CERTIFICATIONS

Refer to <https://adammazouz.com/badges> to find a list of all my recent certifications and badges from various tech vendors.



PARTICIPATION

Refer to <https://adammazouz.com/about> to find a list of all my recent recorded sessions, talks, and workshops.