Tony Abdelmalak

Founder & Architect, ReflectivAI, CareerPaver and Lumira

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SUMMARY

I started my career selling pharmaceuticals to physicians, then spent more than a decade in recruiting and talent acquisition at NBCUniversal, HBO, Sony Pictures and Quibi. Across both careers I saw how much can turn on a single conversation. I taught myself to build with AI and designed and built three products that let people practice those conversations before they happen: ReflectivAI for life-sciences sales teams, CareerPaver for job seekers and Lumira for any two people who matter to each other.

EXPERIENCE

Founder & Architect, Applied AI Platform (Life Sciences) · ReflectivAI — Jan 2025 – Present

- Architected and built AI role-play and coaching for reps and commercial teams across pharma, medical device and biotech: adaptive AI physicians that push back in real time, coaching built on Signal Intelligence (an eight-dimension framework co-developed with Desiree Young), and agents that turn a territory report into a weekly plan and a pre-call brief.
- Designed and built the web platform, the Role Play Simulator and the iOS app. Live at reflectiv-ai.com.

Founder & Architect, Agentic AI Platform · CareerPaver — Jan 2026 – Present

- Built a platform for job seekers from analyst to VP that reads a posting the way a screener does, shows what is costing the interview and tailors without inventing experience, then prepares candidates for the interview and salary conversation.
- Added agents that rank new roles and line up next steps, with nothing executed until the user approves. Architected and built the web platform and iOS app. Live at careerpaverai.com.

Founder & Architect · Lumira — Jan 2026 – Present

- Designed and built, end to end, a private shared space for any two people with Mira, an AI coach grounded in relationship science: guided check-ins, repair after a hard moment, rehearsal for difficult conversations and a daily question sealed until both answer. Live at lumiraconnect.com.

People Operations Specialist (Consultant) · Roadr — Oct 2022 – Dec 2024

- Scaled HR operations to onboard 50 to 70 contractors quarterly; built predictive dashboards in Python and SQL to forecast staffing needs.
- Introduced AI-driven forecasting and data pipelines tracking time to hire, voluntary turnover and productivity. Automated workflows to increase efficiency by 40% and reduced voluntary turnover by 28%.

Human Resources Generalist (Contract) · Flowserve Corporation — Dec 2021 – Oct 2022

- Integrated workforce data and built dashboards tracking satisfaction and retention trends; used analytics to recommend improvements, boosting satisfaction by 22% and new hire productivity by 17%.

Talent & Human Resources Advisor · Quibi — Jun 2018 – May 2021

- Led HR tech integration and streamlined recruitment with the Workday ATS, reducing time to hire by 24%.
- Built Excel and Tableau reporting on hiring pipelines and recruiter performance; designed leadership programs and dashboards that increased operational efficiency by 35%.

Global Talent Acquisition (Consultant) · Sony Pictures Entertainment — May 2017 – May 2018

- Developed leadership-focused recruiting strategies and forecast leadership talent needs; launched DEI initiatives that increased diverse hiring by 18%; built succession-planning models that cut senior time to fill by 14%.

Human Resources & Talent Acquisition · HBO — Oct 2012 – Jun 2017

- Managed full-cycle recruitment for 200+ roles; built a central database tracking candidates, referrals and diversity metrics with real-time insight for leadership.
- Analyzed time to hire, offer acceptance and compensation equity with Excel, SQL and HRIS reporting; partnered with legal and compensation on offers and visa processes.

Recruiter · NBCUniversal — Jun 2009 – Sep 2012

- Managed recruitment across multiple departments; redesigned onboarding to improve intern engagement by 25%; implemented structured leadership hiring.

Pharmaceutical Sales Specialist · Sepracor Pharmaceuticals — Jan 2007 – Feb 2009

- Called on physicians as a pharmaceutical sales specialist, the experience that later became the starting point for ReflectivAI.

EDUCATION

University of California, San Diego
BS, Management Science

CERTIFICATIONS

Effectively Leading Digital Transformation (LinkedIn, 2025)
Using Generative AI Ethically at Work (LinkedIn, 2025)
HR Certificate Program (AIHR)
AIRS Certified Diversity Recruiter

SKILLS

Building: AI products and agents, product development, web and iOS platforms
Domain: sales enablement, sales coaching, talent acquisition, interviews, career development, HR analytics, KPIs, process improvement
Tools: Tableau, Power BI, Excel, SQL, Python, Workday Recruiting and HCM, SAP HR and ERP, ADP Workforce, ATS, HRIS