M ZAAID AHMED

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SUMMARY

A data-driven problem solver with a recently completed MBA and 7 years of experience in delivering successful products and solutions for digital transformation in diverse business sectors. Proficient in business process improvements, defining and prioritising requirements, leading cross-functional teams, and managing end-to-end projects. Proven demonstration of impact through technical innovation, data analysis, and realignment of strategy. *Seeking new opportunities in management, digital strategy, and technology consulting post-MBA.*

EDUCATION

Master of Business Administration, MBA (Grade: Distinction)   **2021 - 2023**
Alliance Manchester Business School, University of Manchester, UK
IB Consultancy Project: £500 million serviceable obtainable market (SOM) Business Case for Sustainable Lithium Mining and Recycling

BSc Software Engineering (GPA: 3.75 ≈ First Class)   **2008 - 2012**
University of Engineering and Technology Taxila, Pakistan

EXPERIENCE

MBA Intern, Freedom Fibre Limited, UK   **Jul 2022 - Sep 2022**
A telecommunications startup with £100m funding and a 150+ workforce

- Drafted a 6-month project plan to transform company operations from an outsourced warehouse to an in-house facility to increase the storage capacity by 500%, improve stock accuracy to +90% and reduce collection time from 20+ to less than 15 minutes.

Part-time Consultant, CITI LAB, Pakistan   **Sep 2021 - Jun 2022**
ISO 15189 certified healthcare services provider with £1.2m revenue and 250+ workforce

- Delivered revenue growth of £170K by adding 24,000+ customers to average annual footfall, a 28% increase by leading a business strategy focused on online presence, digital marketing and diversification of services.

Product Manager, CITI LAB, Pakistan   **Jan 2019 - Aug 2021**
ISO 15189 certified healthcare services provider with £1.2m revenue and 250+ workforce

- Spearheaded product vision for multiple cloud-based products to replace legacy LIMS software, by engaging with multi-disciplinary internal stakeholders and conducting surveys with 300+ patients/customers.
- Defined features, user stories, customer journey maps and product roadmaps for 2 healthcare products and a basic HRIMS.

Key Accomplishments:

- Delivered 3 products with integrated workflows that reduced average reports delivery time by 18%, improved quality process efficiency by 33%, saved 28 daily minutes in HR reporting and enhanced customer experience with SMS updates and online reports.
- Converted +95% of customers from conventional email delivery by launching WhatsApp-based reports delivery.

Product Consultant, **Roze Solutions, Pakistan**   **Aug 2014 - Dec 2018**
Technology consultants and digital solutions development company

- Led a cross-functional team of 7, including software engineers, web and graphic designers, and a DBA to deliver digital transformation products in agile increments, to ensure successful change management for clients in diverse industries.
- Analysed processes, organised stakeholder workshops and conducted market research to identify improvement areas, understand customer pain points and benchmark competitors for 10+ online management platforms including 3 consumer-facing web apps.
- Designed 30+ customised data analytics reports/ dashboards for different hierarchical user roles across multiple products.

Key Accomplishments:

- Added £1.75m in revenue for a large-scale pharmaceutical by deploying a customised ERP product to automate the organization's service delivery and operational workflows leading to a 20% increase in installed equipment.
- Contributed to business growth from 200 clients to 342 in 18 months for a UK accounting firm by implementing a Companies House integrated CRM doubling (2.35x) the firm's client chasing ability and increasing team task completion efficiency by 30%.
- Improved project efficiency for a wedding photography studio from 56 events to 300+ events (5.5x) per year by developing a SaaS product connected to Dropbox, SMS and Facebook APIs to innovate project delivery workflows and enhance customer experience.

CERTIFICATIONS

Certified Scrum Product Owner® (CSPO) by Scrum Alliance   **2023**
Certified Product Manager® (CPM) by AIPMM   **In Progress**

OTHER INFORMATION

Key Skills	Business Transformation, Change Management, Agile Project Delivery, Team Leadership, Stakeholder Management, Primary and Secondary Research, Reports Documentation/ Presentation, SDLC Management
Technical Proficiency	**Advanced:** HTML, JavaScript, PHP, SQL **Intermediate:** Power BI, Excel, PowerPoint, Qualtrics, Photoshop **Basic:** Bloomberg Terminal, Capital IQ
Entrepreneurial Experience	Online Doctors Web Application, Residential Construction, Shrimp Farming