

# Mujtaba Kazmi

## Chief Growth Catalyst



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### PROFESSIONAL SUMMARY

Well-seasoned and self-starting senior Growth Hacker with a people-facing demeanor, alongside comprehensive experience building and maintaining a strong and consistent brand through a wide range of best-in-class strategies to support bottom-line objectives. Leverages a demonstrated ability to analyze performance of marketing campaigns to regularly identify areas for optimization, communicating and influencing credibly and effectively at all levels of an organization, including executive and C-level. Very flexible and able to adapt quickly to new industry trends, build key relationships and collaborate with/lead high-performance technical teams to meet/exceed shared objectives. Prioritizes efficiently while juggling multiple competing tasks.

### CORE COMPETENCIES



### SELECTED HIGHLIGHTS

- 20+ years of progressive and multi-dimensional experience leading multinational companies; collaborating with key stakeholders and senior management across all verticals.
- A culturally flexible outlook, with 4+ Years of UAE Experience in Sales and Customer Experience Elevation; 1 year of growth hacking success in both UAE and DR Congo, as well as education in Pakistan.
- Servicing major names from UAE Government Units (MOE, GCAA, MORI) across the hospitality, developers, and ecommerce platforms
- Experience in Distribution Management, Promotions and Planning, Trade marketing.

### EXPERIENCE

**Chief Growth Catalyst** **AUG 2020 – PRESENT**  
**OUI.cd, Kinshasa, Congo (DRC)**

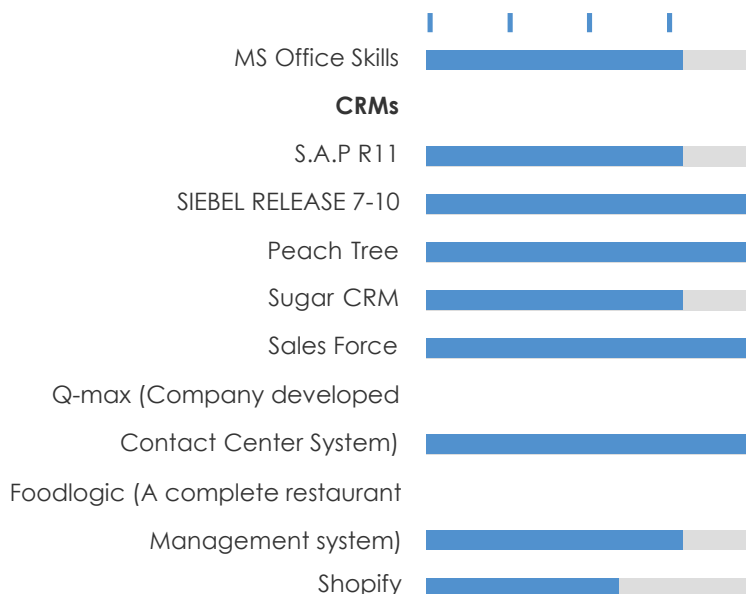
Heading growth for a digital classified application, which is launched for the first time, and first of its kind in the DR Congo. Responsible for the full cycle implementation, from the development to marketing and then onwards progression and value addition in the product.

**Growth Catalyst – Egypt and Africa** **MAR 2016 – PRESENT**  
**Integres Communication LLC, Business Bay Dubai UAE**

Accelerated growth for the firm through Business Development and Revenue Channels' identification in Egypt Africa and Pakistan. Established and maintained key B2B and B2C relationships within the Business Bay area, Dubai, resulting in new record-high in growth

- Created out of the box Product Road maps such as the highly successful 800 Menu and Foodlogic initiative which increased revenues of the company by 1,000% in less than 3 years.

### TECHNICAL COMPETENCIES



- Conducted sales and business development of top of the line SaaS based products to ensure continued service satisfaction and bottom-line success.
- Spearheaded a pocket friendly cloud based call center rollout for SMEs and startups in the target region.
- Projected monthly volume, penetrations, and new business acquisitions versus company spend and successfully met objectives yearly.

### Manager Marketing- GCC MAY 2016 – PRESENT

#### Integrated Resources Call Center Solutions, Dubai, UAE

Tasked with top of the line Business development of the firm's Home-Grown CRM Q-Max. Harnessed untapped Potentials in several other countries, namely GCC and African market. Position the Center as a profit Center by Upselling techniques and service Uplift.

- Increased revenue from AED 5,000 per month to AED 230,000 per month through the implementation of go-to market strategies aligned with business vision.
- Led the process revamping for clients to reduce OPEX and increase process efficiency
- Researched and provided data-informed market insight to the management to develop effective sales strategy accordingly.
- Took ownership for the end to end (E2E) execution of project on-boarding and handing over to operations for retention.

### Stakeholder FEB 2014 – MAR 2016

#### Five Elements Advertising, Dubai, UAE

Prospected and retained major existing clients including Gold Gym, IKEA, Landmark and MAF Charity. Maximized revenues through sales with maximum Profit Margins.

- Conducted new business development through identification of potential segments, and devising means to expand market footprint.
- Managed and delivered communications initiatives to educate and motivate target audiences about improvement efforts in delivering value to their business.
- Sourced for products and target to create new suppliers, and partnered with International suppliers for sourcing and rate negotiations.
- Increased growth potentials and realization of ambitious KPIs by performing A/B testing of new ideas and trends to expand market footprint.

### Customer Experience & Retention DEC 2006 – FEB 2014 Planning-Quality Unit (FCR CSI/ CFL Team)

#### Telenor Pakistan

Managed all aspects of the customer experience. Provided leadership to the Service Intelligence team in conducting VOC Surveys to gauge FCR CSI. Coordinating with relationship and Field Sales team to address retailer franchise issues.

- Handpicked as a member CFT member in CFL and conducting end to end process for closing inner loops and helping other teams for closing outer loops also.
- Developed insights and RCA that helped to successfully revamp processes and improve them for a better customer experience.
- Designated as Sales Specialist in the contact center with purview for handling tasks of validating upselling run as a 1st time in Pakistan in any call center on inbound agents.
- Trained agents on the dos and don'ts of sales and sales Pitch/Ethics.

## PRIOR EXPERIENCE

- Mayfair Hotel, Dubai, UAE | Corporate Sales, Jan 2005 – Dec 2006
- Nestlé Pakistan, Center Zone, Pakistan | Area Sales Manager, Jun 2003 – Dec 2005
- Nike-Speed Pvt. Ltd, Lahore, Pakistan | Shift/Sales Supervisor, Jan 2001 – May 2003

## PROFESSIONAL DEVELOPMENT

### Nestle, Pakistan

- SAP Super User –AR Module
- Uplifting Area Development

### Nike

- Nike Advisor Training
- Customer is Always Right

### Telenor Pakistan

- Brilliant Negotiator
- Quality of Services in Telecom Sector
- FCR CSI Training
- CFL Training

### Integres Call Center Services

- Digital Marketing Diploma from Shaw Academy

## EDUCATION

- MBA, Marketing, 2005
- BBA, 2004
- NK Fact, Lahore
- NCBA&E

## LANGUAGE

- English: Fluent
- Urdu: Fluent
- Arabic: Conversational basic

## MEDIA COVERGAES

### ISP University Entrepreneur development program

[https://www.youtube.com/watch?v=rc3V1x\\_vX7A&feature=youtu.be](https://www.youtube.com/watch?v=rc3V1x_vX7A&feature=youtu.be)

### B-One channel Interview

<https://www.youtube.com/watch?v=fTofIS-23kM>

## REFERENCES

Available upon request.