

# NAJEEB UR REHMAN

Experienced Mobil/Web Apps Pre-Sales, Business Development & Management Consultant.

15 years of Outsourcing exposure in Vendor & Client Services Strategies

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## SUMMARY OF QUALIFICATIONS

- Extensive experience in Design Sales, Apps, Websites, Digital Marketing, SEO, Cloud Deployment & Cyber Security Services in an outsourced setting. 10+ years developing, selling, implementing, and managing complex technical and professional services.
- Established several new subsidiary BPO staffing organization and strategy, enabling business growth of over 300%.
- Continued success in Business Development and Sales, securing over \$0.5M in contracts. Top performer in sales and revenue for three years in a row. Led significant recovery efforts for troubled service programs for on/off-site management and recovery with the customers and suppliers.

## WORK EXPERIENCE

**Associate Manager – Design, Apps & Complex Software Sales | P&L Brand Ownership | Service Delivery (Jan 2020 – Present)**  
Koder Labs Ltd – Karachi, USA – Brand Launch, Positioning, Team Management for a new Mobil Apps brand

- Initiated Creative Brief & Brand Guideline Concept
- Developed priority matrix for production teams
- Introduced effective UI/UX mock-up schemes
- Rebranded documents proposals, FSDs, contracts
- Assisted 50+ clients per day through email, phone, online presentations, screen-share & chats
- Prepared weekly projects' data for processing by the project managers
- Wrote and designed effective sales' prospecting communications collateral
- Consulted several clients for their ideas to improvise and add commercial strength by using tools/plug-ins/APIs
- Supervised and managed 6 sales executives, several project managers and marketers
- Collaborated closely with creative heads, designers, developers & marketers to identify areas of concern and most effective methods for remediation
- Weekly reporting for commission disbursements, sales and technical cross-selling coaching sessions with team members

### **Multiple Contracts – Business Management Consultancy (Sep 2019 - Present)**

|BPO Call Centers| Digital Design & Software Technology| Onshore Business Formations |Outsourcing| Resource Provisioning|  
|Cross Functional Affiliate Contracts| Business Acquisition Consultancy| Bespoke & OTS Commercial Product Development|

### **Manager, Business Development (Aug 2018 – Sep 2019)**

Branex Inc. – Karachi, UK & Dubai

- Managed a team of 10+ on/offshore Sales, SD & Account Managers
- Catered Design Sales, Mobil Apps/Websites, APIs, Plug-ins, CRM Integrations & Custom Software Solutions
- Technology stack used such as Laravel, RoR, Drupal, WP, Open Cart, Magento, Shopify, Umbraco, Custom PHP, Dot Net

### **MOBIL/WEB APPS PROJECTS - HIGHLIGHTS**

- Web Apps, e-Portals, POS Solution with e-commerce web inventory management on MS Dynamics & Custom PHP
- Multi-user Marketplaces for Events Management, Gyms, Fitness Trainers, Laundry Shops, Home Cleaning Service Providers & Real Estate Brokers to facilitate client's visits - Each product operated via single admin panel for web & app having multi-user groups for client's employees
- IoT project for Masdar (Zero Carbon City) bicycle charging dock payment and maps integration
- AR projects for on-screen SMS & Flipping Furniture images
- Web Integrated, standalone Native & Hybrid Mobil Apps on React Native & Flutter Platform
- CRMs FOCUS, Civi, Salesforce, CAFM and Campaign Monitor
- APIs and Plugins integrations like Twilio, Firebase, Stripe, Telr, 3D look SAIAI
- Animation, Story-boarding, Advertisement Conceptualization on liquid, character animations & real-life footages

- Visualizing UI/UX front-end demos, user journey presentations
- Digital Marketing campaigns, SMM, SEO, PPC, Community Marketing - Organic/Paid (White Hat)
- Cloud Deployments & Integrations on OCC, AWS, Azure via Managed Cyber Security Services

#### BUSINESS UNIT MANAGEMENT

- Regional Portfolio Management, Market Analysis, Mystery Shopping
- Brand Management & Positioning, Inbound Marketing, PPC Budgeting, Document Controlling
- Liaison with RFP, Business Analysts, PMO, Designers & Animators
- Coordinating with server management and cyber security teams to work out hosting, deployments of Web/Apps/SSLs/Anti-DOS, VPS Management, CDN Deployment
- Maintained & effectively delivered outsourced projects with due confidentiality from outside vendors in case of build/buy situation

#### TEAM MANAGEMENT

- Resource Management/Allocation, Leads Assignment, Sales Hiring
- Orientation, Employee Exit Management, Commission Structures
- Policy Making, Team Targets, Pipeline Management, Monthly/Quarterly Evaluation, Sales Coaching, Soft Skills Mentoring
- Leading Contracts' Negotiations & technically complex deals

#### SALES OPERATIONS

- Hands-on and assisting teams for Apps' Pre-Sales Discovery Analysis
- RFP, SOW & Proposal Formation, Design Pitches, Brand Guidelines
- Financial Negotiations, Drafting Legal Contracts, Assisting payment transaction channels & VAT
- Heading internal/external client's on-boarding meeting/processes
- Defining contractual SLAs, UAT & final delivery of the digital products
- Handing over final files, collaterals and source code securely

#### BUSINESS DEVELOPMENT

- Developed & maintained relationships with industry specific businesses
- Developing agents/partners to present company's services
- White-label services for cross functional technical projects
- Launched packaged deals for smaller agencies for bulk business
- Tender Submissions, Modules based sales on low-budget projects
- Cross services business sales for limited servicing smaller agencies

#### Senior Sales Account Manager (Dec 2017 – Jul 2018)

Salsoft Technologies – Karachi – UK, Australia

- Client's engagement on chat, phone calls
- Pitching company's services
- Closing deals for logo, website, hosting and other marketing collaterals
- Project Management and client services for 80+ clients
- Working with clients for obtaining revisionary feedback
- Instructing designers and developers for the required changes

#### Manager - Business Development & Client Services (Aug 2012 – Nov 2017)

Nelson Telecom Ltd | Greentech Resurfacing | Canadian Readers – Karachi, Canada, Thailand, Philippines

- Business Development, Accounts' Management, Service Delivery
- Achieving Sales Targets & Financial ROIs for vendors and clients
- Sourcing business opportunities from North America & Europe
- Sourcing + On-boarding vendors/sites from APAC region
- Providing various professional services under company's portfolio
- Negotiating legal service contracts satisfying all stakeholders

- Delivering Service related orientations for business portals & tools
- Process initiation & deployment, extended support for recruitment and training during pilot phases
- Travel arrangements, coordinating with embassies, airlines, logistic
- Accommodation and facilitating on-site client visits
- Conducting Root Cause Analysis in case of production downtime
- Working around technical errors & human capacity issues
- Cascading Scheduled Communications for procedures & updates
- Heading weekly workshops / vendors' performance evaluation calls
- Coaching & developing action plans to maintain desired targets
- Implementing various policies & executing batch processes
- Accounts deployment in multiple local and international locations
- Training various departments of outsourced vendors
- Report formation & frequency tune up to better understand operational hazards
- Sales and QA verification of live & real time monitoring of audio calls
- Providing effective feedback & scheduling coaching sessions with the sites

#### **Senior Manager C5 – Hardware Sales (May 2012 – July 2012)**

Axact Pvt. Ltd - 3 months contractual job of Hardware Sales under Solution Design Unit (Device Deals)

- Worked closely with the highest level of the organization for company's strategic planning and reviews
- Supported company's growing sales organization and strategy

#### **Sales Supervisor (Jun 2011 – Apr 2012)**

Cubix Labs – Karachi – NY, USA – Software / Technology Company

- Heading Sales team to meet their targets
- Selling digital products/services like digital marketing, web and mobil apps
- IT vendor management
- Working with project managers for pre-sale phase
- Sales team's evaluation, feedback, commission disbursement
- Recruitment, hiring, training & orientation of company's policies, JDs, Do's & Dont's
- Managed trade show efforts
- Managed Search Engine Optimization (SEO) and pay-per-click campaign

#### **IT Operations Analyst – Service Delivery Team (Aug 2006 – Jun 2011)**

IBEX. – TRG – The Resource Group – Karachi, Lahore – DC, USA – A BPO & Software Company

- Manning the ServiceDesk on a 24/7 schedule
- Assisting clients via e-mails, phone calls, conference bridges
- Remote Desktop Technical Troubleshooting
- Active Directory & domain handling, PF & FTP
- Avaya, Polycom, Asterisk based VoIP Phones configuration
- CRM, Portals data and user account management
- Real time / historical reporting of agents' status / login hours
- Agents' group assignment based on various clients' verticals
- Managing leads and dialer
- Document Controlling / Change Management Record Keeping
- Coordination between various sites and teams to ensure everyone is on the same page
- Visiting various sites and collaborating with various teams at multiple locations within organization for streamlining procedure derivations
- I along with my team have successfully transferred the IT Operations department from Canada to Pakistan
- Expanding from 4 resources to 50+ resources within a span of a year
- Assisting custom software and web portal deployments

**Technical Recruitment Executive (Dec 2005 - Aug 2006)**

IBEX. – TRG – The Resource Group – Lahore – DC, USA – A BPO & Software Company

- Responsible for departmental resource management, job postings, recruitment database searches, initial screening, internal departmental hiring and scheduling of interviews
- Providing company orientation as well as initial offer disbursements
- Attending various job fairs and IT exhibitions for recruitment in major universities, colleges and recruitment workshops organized by various recruitment agencies
- Also assisted Business Development by research on various potential clients by lead generation, lead cleansing and appointment setting to get more business to the organization based on provided client matrix
- Performed a splendid job in bringing all the TRG acquisitions including US, Canada, UK (Then known as TRG-Marketing Solutions and now IBEX.),
- Senegal, The Philippines and Pakistan, under one brand name TRG Customer Solutions

**EDUCATION / PROFESSIONAL DEVELOPMENT**

- University of Cliffport, New Jersey – BSIT in Project Management | 2000 – 2003 |
- Pre-Engineering | 1998 – 2000 |
- Matriculation – Science – 1998

**PROFICIENCIES**

- Expert in MS Office (Word, Excel, PowerPoint, Outlook) and SharePoint
- Experienced in Remedy Time Tracker, Sales Force, Trello, JIRA, Zoho, Limewire, NVR, HubSpot, ZenDesk, MS Access, Visio, Project, SharePoint, Dynamics / CRM, Forecaster and Adobe Acrobat, Photoshop, and Illustrator

**SKILLS**

- Strategic Business Development & Management Consultancy
- Service Delivery / Client Services / Account Management
- Legal & Financial Contracts Negotiations / Well-Balanced Decision Making Expert
- Outsourced & In-house Team Management / Training / Coaching & Motivation Expert
- Recruitment / Project Management

**LANGUAGES**

Expert writing and speaking ability in ENGLISH & URDU

**HOBBIES**

Playing Chess, Gardening, Animal Care, Wood works, Adventure Travelling & Exotic Pets

**PERSONAL INFORMATION**

- NAJEEB UR REHMAN S/O ASIF UR REHMAN SIDDIQUI
- DOB – JULY 3<sup>RD</sup>, 1983
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