

RAJA MURAD KHAN

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EXPERIENCE

ROCKET INTERNET: Managing Director, Carmudi Pakistan

Mar 15 - Present

Carmudi.pk is a Rocket Internet GmbH backed online classifieds business established in 20 countries in Asia, Asia Pacific, Africa & Latin America. Carmudi Pakistan has over 36000 verified listings and covers over 1400 dealers with operations in 9 cities.

- Managing a team of 60 employees with offices in three of the largest cities, and operations in six cities
- Expanded dealer base from 800 dealers to 1400 active dealers in Pakistan within 6 months whilst increasing the number of listings from 21000 to over 36000 and removing undesirable motorcycle listings, with a MoM increase of ~3K listings.
- Streamlined operations by reducing monthly burn rate by 45%, while maintaining key attainment targets
- Devised plans to increase revenue from banner sales as the main focal point rather than the previous main stay of dealer accounts, which was not bearing results. Revenue remained stable over the period of time despite a significantly smaller operating team.
- Strategized on focusing on organic growth due to reduced online spend (global strategy), primarily through innovative online campaigns, content creation and partnerships with auto sector enthusiasts including the Motor Club of Pakistan, NAS15 Student Formula Team and various other related players in the sector. This was all backed up by a very strong PR effort reaching the highest number of hits amongst all Carmudi ventures
- Oversaw demerger and separation of financial books from E-Cart Services, another Rocket Internet venture to completely separate all books and assets.
- Restructured the entire content collection, uploading and quality control team while successfully re-working job descriptions, the efficiency of the collections team is highest in the region with over 36K listings from 1450 dealers and an optimal inventory freshness level.
- Developing SOPs for the launch of a new inventory based trading venture, including developing partnerships with financial and insurance companies, project included setup of certification and evaluation team using Carmudi website numbers and data.

THE SMART SCHOOL: Regional Head of Sales, Head of SCM, Manager Coordination

Jan 14 - Mar 15

The Smart School is a subsidiary of The City School, a private school system with over 200 nationwide schools and presence in 9 countries. The Smart School caters to a lower income bracket segment of the market with a franchised network of 184 schools. The Smart School has established itself as a major player in this market segment with a strong ICT based academic platform

- Developed a quality control department for the organization to set new protocols for network partners to run and manage schools.
- Managing relationships and overseeing negotiation with partner schools with non-compliance issues.
- Devising and implementing SOP's for enlisting schools; proposed and rolled out a new strategy to focus on converting independent schools to TSS network partners.
- Oversaw the execution of Flexi Master – an innovative 3D and 2D tutorial-based education video content platform. This included managing the marketing campaign as well as the technology integration.
- Developing plans to enhance the capability of the online portal to integrate with the website while moving towards a social interaction platform.
- Redefining operational processes with the aim of speeding up recoveries and reducing the aging of debts.
- Leading a team of 14 people including Sales, Customer Service & Service Delivery.
- Managing three warehouses with over 2400 SKUs in Lahore, Karachi and Islamabad with an additional responsibility of managing Logistics.
- Responsible for re-engineering the entire Supply Chain process; streamlining operations for end-to-end upstream and downstream execution.
- Part of a 3-person team overseeing the development of the 2015 Marketing Campaign (budget allocation, OPEX division and stakeholder management).
- Managing the development and national roll out of an online Supply Chain Management System for efficient operations in the department.

UNICORN WOODS & HRK RENTAL: General Manager**Jan 06 – Present**

Unicorn Woods owns manufacturing facilities in Lahore and sales distribution in Lahore, Karachi and Islamabad. Brands include Furniture by Hena Khans, Home Accessories by Hena Khan. The company has interests in furniture manufacturing and furniture rentals in a wholly owned company called HRK Rentals

- Joined in a senior management role, including company finances, manufacturing and sales
- Focused on various public sector tenders for government departments including offices of BSF, Expo center in Lahore among various other large scale products
- Developed and oversaw execution of new strategy to focus on a more manufacturing, reseller based and project based model
- New focus on online market to tap into international market, efforts included marketing on Facebook and a new team to focus on selling online.
- Oversaw execution and completion of various interior design projects in Pakistan
- Established the first furniture rental company in Lahore to cater specifically to the events and weddings business.
- Managed key accounts with large event managers
- Established warehousing operations in Faisalabad in 2010 and in Islamabad in 2012 with a fully functional office. Currently exploring opportunities to expand into Karachi and Multan and diversify into a rental division.
- Established a basic inventory management system to manage stocks between Lahore, Islamabad and Faisalabad.
- Managed and developed logistical operations and expanded to decorative items, currently the largest furniture rental company in Lahore and Islamabad.
- Established Silk Tree as forward integration for HRK Rentals, in partnership with The Royal Palm Golf and Country Club in Lahore with the aim to buy the rights for IDEAS 2012 and 2014.

SME BUSINESS SUPPORT FUND PAKISTAN: Business Consultant**Feb 11 – Feb 12**

Ministry of Finance, Pakistan

- Conducted workshops on implementing ERP systems in SMEs across Punjab.
- Developed new policy for SME BSF, including vision for the organization with the CEO of the government managed fund
- Formulated plans for up-coming financial year with focus on IT related aid to SME's in Pakistan and a focus to bringing SME's to implement ERP systems based on requirements and improve efficiency.
- Vision to directly support (non-financially) some of the high potential SME's in Pakistan in line with the government economic vision to focus on export promotion, Human resource development and energy efficiency.
- Developed proposals for the SME BSF department budget for 2011-12 and counter proposals with the ministry to secure funding, including funds for the complete revival of the organization.
- Worked on re-launching the SME BSF by working on new HR, Business, Marketing and organizational policies.

HIRELABS: Channel Development and Product Manager**May 09 – Feb 10**

HireLabs was in the business of psychometric assessments and had developed it onto a smart and company specific online platform. The organization was funded by Venture Capitalists from the Stanford University and then members of the Saudi Royal Family

- Developing and executing international sales strategy targeting Management consultants and HR MIS vendors.
- Opened negotiations with organizations including Monster.com and private investors for the acquisition of HireLabs after a second round of VC funding
- Executing sales functions, Managing Relationships and overlooking lead generation.
- Building and promoting the online brand image through social marketing efforts for ProfileSense.
- Developed and executed global launch for ProfileSense 3.0, a third generation Assessment Centre.

RAI CONSULTANTS, TASHKENT, UZBEKISTAN: Associate Intern**May-Jul 2008**

- Market Research efforts to collect secondary research data for clients
- Clients included large multinationals firms operating in Uzbekistan including British American Tobacco, Coca Cola and Procter and Gamble.

CITIBANK: Corporate and Investment Banking Group: Associate Intern**Apr-Aug 2006**

- Analysis and evaluation of financial performance of various companies.
- Research project on Textile Industry including detailed analysis on effect of post-MFA regime.

EDUCATION

INSTITUTE OF BUSINESS ADMINISTRATION, Karachi**May 2009**

Masters in Business Administration, with majors in Marketing

LAHORE SCHOOL OF ECONOMICS, Lahore**May 2006**

Bachelor of Science (Honors), majors in Economics and Finance

AITCHISON COLLEGE, Lahore,**Jun 2002****INTERESTS & HOBBIES**

- Travelling, Football, Cricket, Vintage Automobiles, Kart Racing