

Emad Ahmed

Commercially astute professional with over three years of SaaS experience and over 8 years of client-facing sales and after-sale experience. Master's degree in finance from Cass Business School. Significant experience in business development, data analysis and financial modelling. Currently completing a Diploma in JavaScript.

QUALIFICATIONS

Finance MSc, Bayes Business School (*formally known as Cass Business School*), 2020-21

BA (Hons) in Business Financial Management, Westminster Business School, 2:1, 2012

CISI Level 4 IAD Financial Regulations and Derivatives, 2016

Dissertation: (73%, 1st class grade) Mergers & Acquisitions: Do They Create Value for Shareholders?

CAREER SUMMARY

Customer Success Manager **CONCENTRA ANALYTICS** Nov '21 – Present

- Trusted Advisor- lead contact for 7 strategic accounts with over a £3.0 million annual spend on SaaS platform and implementation advisory costs.
- Technical client support-platform demonstration & modelling, JavaScript calculations, coordinate value planning sessions with clients.

Senior Account Manager **IHS MARKIT** Dec '17 – Nov '20

- Account and project management — selling IHS Markit's services (SaaS services, consulting, API, data, and research) and managing the completion of each project from start to finish.
- Responsible for a £1.7 million target and the strategic development and creative direction of key accounts: Unilever, Morgan Stanley, OCI N.V. and others.
- Full ownership for assigned renewals pipeline, negotiating renewal contracts up to £350,000 in value.

Senior FX Trader **SMART CURRENCY GROUP** Apr '16 – Dec '17

- Responsible for achieving a £1.4 million new business target from institutional and corporate clients.
- Responsible for expanding and contributing to the improvement of eFX and FinTech offering (APIs, online platforms, and hedging software) — presenting innovative suggestions to senior management on ways to improve current offering after collecting quarterly feedback from clients.
- Reviewed client portfolio regularly to identify expansion opportunities such as upselling options.

FX Dealer **WESTERN UNION BUSINESS SOLUTIONS** Apr '14 – Jan '16

- Responsible for a Corporate SME portfolio, ensuring all targets were met/exceeded: FY 2015, generating over £890k revenue against a target of £540k; actively up-selling various financial products such as APIs, Cash Management Systems, Options and more.
- Account manager for 120 clients, managing FX risk and executing spot and forward deals; ensuring compliance with regulatory guidelines; identifying and pursuing new business opportunities through effective networking, market analysis, and prospecting.