FASIH UR REHMAN

PMP CERTIFIED

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SUMMARY

Results-driven Product and Project Manager with over 10 years of experience in Fintech, EdTech, and eCommerce. Expertise in transforming product visions into successful market offerings, driving revenue growth through strategic planning and data-driven insights. Proven track record in managing cross-functional teams, delivering projects on time and within budget, and enhancing product performance. Committed to continuous improvement and mentoring, with a focus on achieving organizational goals and fostering innovation.

WORK EXPERIENCE

Product Manager, Emirates Technology Solutions LLC (Etisalat)   May 2024 – Present

- Led designated initiatives as Senior Project and Product Manager, ensuring alignment with organizational goals and fostering cross-functional team collaboration.
- Maintained punctual and transparent communication to enhance operational efficiency and streamline project workflows.
- Participated in weekly, monthly, and quarterly review meetings, providing project updates and fostering teamwork across departments.
- Oversaw ongoing progress reviews and provided timely reports to stakeholders to ensure project milestones were met.
- Cultivated and maintained strong client relationships, engaging with industry experts to ensure successful product implementation.
- Collaborated with support teams to address technical inquiries promptly, improving overall customer service and support experience.
- Established and monitored key performance indicators (KPIs) to assess product performance and implemented continuous improvements using data-driven insights.
- Tracked product metrics to inform decision-making during development, enhancing product outcomes and overall success.
- Developed and executed marketing strategies to promote product offerings, optimizing campaigns based on analytical insights.
- Achieved nearly 60% revenue growth through successful product transformation initiatives and strategic planning.

Product Delivery Manager, Tahakam – Saudi Arabia   July 2023 - May 2024

- Partnered with stakeholders and organizational leadership to define product vision, strategy, and roadmap, ensuring alignment with market demands and business objectives.
- Conducted in-depth research and analysis to identify emerging trends, user needs, and regulatory requirements, informing strategic decision-making.
- Prioritized opportunities for new product development and enhancements based on return on investment (ROI), user feedback, and long-term strategic goals.
- Developed and managed comprehensive project plans, timelines, and budgets, ensuring timely delivery while proactively mitigating risks and addressing challenges.
- Crafted detailed technical proposals and responded to RFPs, leveraging industry expertise to secure high-value project opportunities.
- Led cross-functional teams, including developers, designers, data analysts, and QA specialists, using project management tools such as Jira, Asana, and Trello for effective collaboration and tracking.
- Provided technical expertise to support strategic initiatives and customization requests, ensuring alignment with client needs and specifications.
- Executed successful marketing strategies for FinTech solutions, driving product adoption and expanding market penetration.

Product Manager, Greens Fin Innovations (Pvt) Ltd.   **Sep 2021 – May 2023**

- Collaborated with stakeholders to establish product vision, strategy, and roadmap, incorporating market trends and user requirements.
- Conducted thorough research and analysis to identify opportunities for new offerings and enhancements, prioritizing initiatives based on ROI and customer feedback.
- Managed project plans, timelines, and budgets, ensuring timely delivery while proactively addressing risks and issues.
- Led cross-functional teams to ensure high-quality product delivery, utilizing project management tools such as Jira, Asana, and Trello.
- Transformed eight FinTech products into Shariah-compliant offerings and designed new white-labeled products tailored to specific client requirements.
- Defined and monitored KPIs, leveraging data-driven insights for continuous product optimization and performance improvement.

Product Development Manager, IMarkplace (Pvt) Ltd.   **Nov 2021 - May 2023**

- Collaborated with cross-functional teams to define and implement a comprehensive e-commerce product strategy aligned with business objectives.
- Conducted customer research and analyzed user data to ensure product development met market needs and expectations.
- Managed the entire product development process, including requirement definition, design collaboration, and timely delivery.
- Established relationships with key partners, including vendors and suppliers, to facilitate successful product outcomes.
- Implemented agile methodologies to drive efficient product development cycles, boosting user experience and engagement by 33% while achieving 95% customer satisfaction.

Project Manager, Usmani & Co Private Ltd.   **Sep 2018 - May 2023**

- Led the planning, execution, and delivery of diverse consulting projects, ensuring alignment with client goals through agile methodologies.
- Developed project plans, timelines, and budgets, effectively tracking progress and managing risks.
- Collaborated with cross-functional teams, including consultants and Shariah advisors, to ensure compliance with Islamic financial principles.
- Delivered 12 projects on schedule and within budget, achieving a 95% client satisfaction rate and enhancing client retention by 25%.

Program Manager, Centre for Islamic Economics   **Aug 2019 - Apr 2023**

- Managed project teams and coordinated cross-functional activities, fostering strong relationships with stakeholders in government, financial institutions, and community organizations.
- Conducted R&D on Islamic finance and economics, providing insights to inform program strategies and enhance effectiveness.
- Designed and delivered training programs on Islamic finance principles, empowering individuals and organizations to adhere to Shariah principles.

Product Manager, Green EdTech   **May 2019 - Sep 2022**

- Directed the product lifecycle from ideation to launch and enhancements, ensuring alignment with strategic business objectives.
- Conducted market research to identify trends and user requirements, maintaining a comprehensive product roadmap.
- Collaborated with design and engineering teams to develop user-friendly interfaces and detailed technical specifications.
- Defined and analyzed key product metrics to facilitate data-driven decision-making.

Product Development Manager, The Viable Squad (Remote)   **May 2016 - Sep 2018**

- Managed website operations, ensuring content accuracy and timely resolution of issues.
- Led cross-functional teams in delivering high-quality software products within budget and timeline constraints.
- Defined and monitored project KPIs to assess success, driving improved project performance through analytical insights.

Assistant Company Secretary, A.A Joyland Pvt. Ltd.   Sep 2014 - Sep 2018

- Ensured compliance with guidelines and managed software development using Microsoft Office and Google Workspace.
- Enhanced productivity through effective client communication and relationship management.
- Coordinated meetings to improve operational efficiency and brand alignment via digital channels.
- Streamlined workflows with Trello, Asana, and Slack.
- Recognized as a top 5 employee for five consecutive years, providing administrative support and maintaining confidential records.

Website Developer, The Viable Squad   May 2014 – Apr 2016

- Developed and maintained websites using HTML, CSS, JavaScript, and jQuery, ensuring high-quality design and functionality.
- Implemented content management systems and security resources to support end-user training.
- Ensured adherence to SEO best practices throughout the design and development process.
- Managed back-end development using PHP and SQL to maintain website integrity and optimize performance.
- Created technical solutions to meet specific user-facing needs.
- Designed graphics using Adobe Photoshop and Adobe Illustrator to enhance visual appeal.
- Demonstrated strong multitasking skills to meet tight deadlines and organizational objectives.
- Conducted comprehensive testing, troubleshooting, and user sampling prior to website deployment.
- Utilized WordPress, HubSpot, Shopify, Magento, and other CMS platforms for front-end website development.

EDUCATION

Bachelor of Science - BS, Computer Science   Passing Year: 2019

- ILMA University - Formerly IBT, Karachi

Intermediate, Pre-Engineering   Passing Year: 2014

- Minor in Pre Engineering • Government National College Karachi

CERTIFICATIONS

- Project Management Professional – PMI **(2024)**
- Product Management, Digital Product Management Specialization – University of Virginia **(2023)**
- Product Management, Product Development Diploma in Fintech – TAIF Digital Institute **(2023)**
- Project Management Specialization – University of Colorado Boulder **(2023)**
- Financial Technology (Fintech) Innovations – University of Michigan **(2023)**
- Google IT Support Specialization – Coursera **(2022)**
- Project Management Principles and Practices Specialization – University of California, Irvine **(2022)**
- Cisco Certified Network Professional (CCNP) – Cisco **(2022)**
- Google Project Management: Specialization – Google **(2022)**
- Cisco Certified Network Associate Routing and Switching (CCNA) – Cisco **(2022)**
- Google Analytics Expert – Google **(2020)**

INDUSTRY KNOWLEDGE

Nova Cart AI-based eCommerce platform enhancing online shopping with personalized customer experiences.

Terasita Innovative AI-driven eCommerce solution automating and optimizing the shopping experience.

Virtualiec (Aug 2022 – Mar 2023) Developed a metaverse platform in Pakistan for immersive virtual reality business interactions, promoting global connectivity and innovation.

Yeesp (May 2019 – Aug 2022) Established the Youth Education and Employment Support Program (YEESP), a low-cost platform providing quality education and freelancing opportunities to empower youth in the digital economy.

KEY SKILLS

- **Web Development:** HTML, CSS, JavaScript, PHP, SQL, WordPress, Shopify
- **Product & Project Management:** Agile, Scrum, Product Launch, Business Analysis
- **Digital Marketing:** SEO, Google Analytics, Website Development
- **Tools:** Microsoft Project, Jira, AWS, Adobe Photoshop, Illustrator
- **Leadership & Soft Skills:** Strategy, Team Leadership, Problem-Solving, Communication