



## Fasih ur Rehman

**Date of birth:** 31/05/1995 | **Nationality:** Pakistani | **Sex:** Male | **Phone:** (+92) 3362609333 (Mobile) | **Email:** [fasih31@gmail.com](mailto:fasih31@gmail.com) | **Email:** [fasih@ieee.org](mailto:fasih@ieee.org) | **Website:** [www.fasih.com.pk](http://www.fasih.com.pk) | **LinkedIn:** <https://www.linkedin.com/in/fasihurrehman05> |

**Address:** House: S-2/672, Saudabad Malir Karachi, 75080, Karachi, Pakistan (Home)

### ABOUT MYSELF

With over six years of dynamic experience spanning product management across diverse industries, I specialize in delivering innovative, user-centric solutions that drive business growth and transform industries. My career has been marked by successful engagements in fintech, banking, e-commerce, edtech, and various other sectors, showcasing my adaptability and strategic acumen.

Currently serving as a Product Delivery Manager, I lead the end-to-end product development lifecycle, ensuring seamless alignment and effective communication among stakeholders, clients, and external partners. My role involves managing complex projects across multiple sectors, including fintech, banking products, e-commerce platforms, and edtech solutions.

#### Key Highlights:

**Industry Expertise:** Proven track record of success in fintech, banking, e-commerce, and edtech sectors, driving innovation and product excellence across diverse landscapes.

**Driving User Engagement:** Introduced impactful metrics including NPS, CES, PES, and CSS, resulting in a remarkable 25% increase in user engagement, a 15% boost in user signups, and a 10% rise in premium feature adoption.

**Strategic Leadership:** Spearheaded initiatives that resulted in significant increases in user engagement, user signups, and adoption of premium features, leveraging advanced technologies such as AI to enhance user experiences.

**Vendor Management:** Skilled in cultivating and managing relationships with external partners and vendors, ensuring timely and high-quality delivery of products while adhering to budget and scope constraints.

**Agile Project Management:** Proficient in Agile methodologies, I excel in overseeing sprint management and development processes, optimizing task allocation and ensuring on-time delivery of product increments.

I am deeply passionate about leveraging cutting-edge technologies to solve complex challenges and drive impactful outcomes across diverse industries. Let's connect to discuss how my diverse skill set and extensive experience can contribute to the success and innovation of your organization.

### WORK EXPERIENCE

 **ETISALAT** – DUBAI, UNITED ARAB EMIRATES

**PROJECT MANAGER** – 15/05/2024 – CURRENT

 **TAHCOM** – MEDINA, SAUDI ARABIA

**ICT PRODUCT MANAGER** – 01/07/2023 – 15/05/2024

Successfully engage with stakeholders to understand their vision, requirements, and goals, ensuring alignment and effective communication throughout the product development lifecycle

Introduced different matrix like NPS, CES, PES, CSS, Product Led Strategies, resultantly 25% increased in the user engagement 15% increase in user signup, 10% increase in adopting premium features.

Manage vendor relationships, collaborating closely with external partners to ensure timely and high-quality product delivery while adhering to budget and scope constraints

Effectively manage sprints and Agile development processes, ensuring efficient task allocation, progress tracking, and timely delivery of product increments

Collaborate with cross-functional teams, including design, engineering, and marketing, to ensure seamless integration and alignment of product features and strategies

Efficiently manage the product backlog, prioritizing user stories based on stakeholder requirements, business value, and market demands

Lead cross-functional teams, fostering collaboration, clear communication, and a shared understanding of project goals and priorities

Implement robust user support processes, including documentation and training materials, to enhance the user experience and facilitate smooth adoption of the products.

Managed a portfolio of small, medium and large product initiatives united under a clear product strategy that generated over 3M SAR in annual revenue

 **GREENS FIN INNOVATIONS (PVT) LTD.** – KARACHI, PAKISTAN

**PRODUCT MANAGER** – 01/09/2021 – 15/07/2023

Defined product vision, strategy, and roadmap in alignment with market trends, user needs, and regulatory requirements.

Conducted comprehensive market analysis to identify new product opportunities, prioritizing initiatives based on ROI and user feedback.

Developed and managed project plans, timelines, and budgets, improving project delivery efficiency by 20%.

Led cross-functional teams (developers, designers, data analysts, QA) to deliver high-quality products with a 95% on-time delivery rate.

Maintained client relationships, collaborating with industry experts to ensure successful product delivery and achieve 90% client satisfaction.

Drove product innovation by transforming 8 fintech products into Shariah-compliant offerings, resulting in a 30% increase in market share.

Implemented processes to ensure 100% regulatory compliance in audits.

Defined and tracked KPIs, achieving a 25% improvement in customer retention rates.

Conducted market research to inform marketing strategies, resulting in a 15% increase in product adoption.

Provided direction for campaign management, contributing to a 40% increase in lead generation.

Collaborated with Fintech clients and B2B partners, securing 5 new strategic partnerships and driving 80% revenue growth.

Achieved nearly 80% revenue growth through effective product transformation, teamwork, and leadership qualities.

Successfully launched Virtual Credit Cards, BNPL products, Retail financing, Corporate Financing, Housing Finance, SME Financing, POS system, Checkouts, and specialized Islamic financing solutions tailored to market demands.

Ensured high levels of customer satisfaction through compliant and innovative product offerings.

 **IMARKPLACE** – KARACHI, PAKISTAN

**PRODUCT DEVELOPMENT MANAGER** – 01/11/2021 – 30/05/2023

Developed and executed ROI-driven product strategies aligned with iMarkplace's vision, achieving a 30% increase in sales within the first year.

Conducted market research, competitive analysis, and user feedback analysis to identify trends and opportunities, resulting in a 25% improvement in customer satisfaction ratings.

Led end-to-end product lifecycle from ideation to launch, ensuring timely delivery and meeting business objectives with a 20% improvement in project delivery efficiency.

Developed comprehensive product roadmaps aligned with business priorities and technological advancements, driving a 35% increase in platform adoption.

Established strategic partnerships with vendors and suppliers to expand product offerings and market reach.

Provided leadership and mentorship to the product development team, fostering a culture of innovation and achieving project milestones.

Drove continuous improvement through data-driven decision-making and iterative product development, improving conversion rates by 20% and reducing customer churn by 15%.

Championed innovative solutions leveraging technology to enhance transparency, efficiency, and convenience for Halal-conscious consumers.

Achieved nearly 80% revenue growth by introducing new product features and expanding the portfolio in line with market demands.

Maintained high customer satisfaction levels through compliant and innovative offerings, resulting in positive reviews and increased repeat purchases.

 **USMANI AND CO (PVT) LTD.** – KARACHI, PAKISTAN

**PROJECT MANAGER** – 01/01/2019 – 28/03/2023

Led diverse consulting projects from planning to successful execution, ensuring timely delivery and client satisfaction.

Developed detailed project plans, timelines, and budgets, achieving a 20% improvement in project delivery efficiency.

Collaborated with clients and team members to define project scope, goals, and deliverables, using agile methodologies for effective communication and project success.

Facilitated regular project status meetings with stakeholders, ensuring alignment with project objectives and expectations.

Identified and managed project risks and issues, developing contingency plans to ensure compliance with regulatory standards.

Coordinated with Shariah advisors to maintain project integrity and adherence to financial and Islamic Financial principles.

Mentored junior team members, fostering a culture of innovation and excellence within the project management team.

Managed company operations to align project delivery with organizational goals and priorities.


Maintained strong client relationships through clear communication and proactive management of client expectations.

Provided regular project updates to senior management, highlighting progress and key milestones.

Achieved significant revenue growth through successful project delivery and expansion of consulting services.

Ensured high levels of customer satisfaction, resulting in positive client feedback and repeat business.

Provided strategic support to banks, fintechs, and insurance companies in product development and conversion efforts.

 **GREEN EDTECH** – KARACHI, PAKISTAN

**PRODUCT MANAGER** – 01/05/2019 – 30/06/2023

Led the entire product lifecycle, from ideation to launch, resulting in a 30% increase in user adoption within the first six months of product release.

Conducted comprehensive market research and user feedback analysis, identifying key market trends and user needs that led to the successful development of two new product features, contributing to a 25% increase in user engagement.

Collaborated closely with the design team to implement user interface enhancements, resulting in a 20% improvement in user satisfaction scores based on post-launch surveys.

Worked closely with engineering teams to deliver product updates ahead of schedule, reducing development timelines by 15% while maintaining high product quality.

Defined and tracked key product metrics, including user retention rates and feature adoption, achieving a 20% increase in customer retention over a six-month period.

Implemented data-driven optimizations based on analytics, resulting in a 15% improvement in overall product performance and user experience.

Presented product demos at industry conferences, resulting in 10 new partnership inquiries and expanding the company's network within the EdTech ecosystem.

Engaged in thought leadership activities by publishing articles on emerging trends in Green EdTech, establishing credibility and visibility for the company within the industry.

Stayed abreast of emerging technologies and best practices, integrating innovative solutions into product development, which led to a 40% reduction in customer support tickets due to improved product usability.

#### **CENTRE FOR ISLAMIC ECONOMICS** – KARACHI, PAKISTAN

##### **PROGRAM MANAGER** – 01/10/2018 – 02/05/2023

Plan, design and proactively monitor program progress.

Resolve issues and initiate appropriate corrective action.

Define the program's governance arrangements, ensuring effective quality assurance, and the overall integrity of the programs.

Focus inwardly on the internal consistency of the programs and outwardly on its coherence with infrastructure planning, interfaces with other programs, and corporate, technical, and specialist standards.

Focus on Collaboration of Institute with different banks and Organizations.

Manage third-party contributions to the programs.

Successfully manage the event of Convocation which was pending because of the lack of Administration from the team.

#### **THE VIABLE SQUAD** – KARACHI, PAKISTAN

##### **PRODUCT DEVELOPMENT MANAGER** – 01/05/2014 – 30/09/2018

Manage website operations and ensure that website content is up-to-date, including identifying and resolving any issues such as broken links, typographical errors, and formatting issues.

Lead cross-functional teams to develop and deliver high-quality software products on time and within budget.

Develop and manage project plans, timelines, and budgets, and track progress against key milestones.

Utilized problem solving skills at many places to resolve different issues that teams are facing.

Utilized Requirements Analysis skills to gather all the requirements from customers/Clients to make a proper project plan, scope, project charter and other important project management plans.

Work closely with clients to understand their business requirements and translate them into technical solutions.

Communicate project status, issues, and risks to stakeholders in a clear and concise manner, and present recommendations for resolution or mitigation.

Define and track project KPIs to measure progress and success, and make data-driven decisions to improve project performance.

Mentor and coach team members to develop their skills and expertise, and foster a culture of continuous learning and improvement.

Stay up-to-date with industry trends, technologies, and best practices, and incorporate them into project development processes.

Collaborate with sales and business development teams to identify new opportunities and contribute to the development of proposals and sales presentations.

Develop detailed project plans, timelines, and budgets to track project progress and ensure timely delivery by incorporating agile methodology.

 **A.A. JOYLAND (PVT) LTD.** – KARACHI, PAKISTAN

**ASSISTANT COMPANY SECRETARY** – 01/09/2013 – 31/08/2018

Used safe working practices at all times, and adhered to company guidelines.

Managed front-end and back-end development in the company's Portfolio Analyst and Employee Track using office management software such as Microsoft Office Suite and Google Workspace.

Cultivated and maintained client relationships that resulted in company growth and increased productivity through effective email handling and communication.

Coordinated company meetings using scheduling software to review work efficiency, tenant and staff issues, and future company plans.

Worked with the overall mission of the company in mind and sought to effectively convey and promote the company's true brand through various communication channels including email, social media, and other marketing tools.

Demonstrated proficiency in using office management software such as Trello, Asana, and Slack to streamline workflow and increase team productivity.

Provided administrative support to senior management and handled correspondence, scheduling, and other office tasks using email and other communication software.

Maintained company records and files using digital management software such as Dropbox or Google Drive.

Maintained confidentiality of sensitive information and adhered to company policies on data security and privacy.

Following are the main projects of the company.--Bounce Karachi--Pavilion End Club--Super Space--AFC

## ● **EDUCATION AND TRAINING**

01/08/2015 – 14/08/2020 Karachi, Pakistan

**BACHELORS OF SCIENCE COMPUTER SCIENCE** Ilma University

- occupational techniques (making of standard breads, fancy breads, cakes and pastries) - science applied to food and equipment (microbiology, biochemistry, hygiene) - occupational technology (basic principles, hygiene and safety) - knowledge of business and its economic, legal and social context

**Address** Korangi, Karachi, Pakistan | **Field of study** Information and Communication Technologies (ICTs) | **Final grade** 3.22

01/08/2012 – 30/06/2014 Karachi, Pakistan

**INTERMEDIATE** Government National College

**Address** Shaheed - e - Millat, Karachi, Pakistan

01/01/2010 – 30/05/2012 Karachi, Pakistan

**MATRICULATION** Al Kamran Public School

**Address** Indus Mehran , Karachi, Pakistan

**GOOGLE IT SUPPORT SPECIALIZATION** Coursera - Google

**Website** <https://www.coursera.org/account/accomplishments/specialization/certificate/Q7ZBDLN68ASE>

30/07/2022

**GOOGLE PROJECT MANAGEMENT** Coursera - Google

**Website** <https://www.coursera.org/account/accomplishments/specialization/certificate/WC4R3BPTZT92>

03/07/2022

GOOGLE ANALYTICS EXPERT Google

07/2022

CISCO CERTIFIED NETWORK PROFESSIONAL (CCNP) CISCO

## LANGUAGE SKILLS

Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	B2	B2	B2	A2	C1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

## SKILLS

### Office Skills

Microsoft Powerpoint | Microsoft Excel | Google Drive | Microsoft Word | One Drive | Microsoft Office | Social Media

### Development Skills

Xampp | Kotlin (Basic) | Wordpress | HTML | Python | CSS | Monodb | SQL | Java (Basic) | Picharm | Android Studio

## PUBLICATIONS

2023

### Examines the impact of artificial intelligence (AI) on society and its future Applications.

This research aims to investigate the problem of security and privacy in the fintech business, since the use of digital technologies has been increased in last few years.. In this context, we conducted a survey of fintech companies to understand how they are addressing the security and privacy issue and what are the potential risks and benefits for consumers. According to the results, fintech companies are exploiting a range of technical, regulatory, and compliance measures to ensure the security and privacy of financial data, such as encryption, access controls, and data governance policies. However, we attempted to pinpoint open issues as well as prospective research directions. In such settings, there is a need to better understand the efficiency of different privacy and security measures, as well as the potential risks and advantages for customers while using fintech services. The article recommends that future research should broaden its scope and delve further into the security and privacy issues of specific types of fintech services.

2023

### The Implications of Artificial Intelligence on Society, Ethics, and Industry: An Exploration of AI's Potential in Healthcare, Banking, and Transportation

Artificial intelligence (AI) is a technology that is changing quickly and could change a lot of different fields. Some of these industries include healthcare, banking, and transportation, to name a few. AI has brought a lot of great things to society, but it also raises ethical questions about privacy, accountability, and bias. It could improve patient outcomes by making it easier to make accurate diagnoses, predicting how a disease will progress, and making it easier to find new drugs. In finance, AI can be used for fraud detection, risk management, and investment analysis. In transportation, AI can make things safer and more efficient by letting cars drive themselves and making sure traffic moves smoothly. This paper gives useful information about how AI could be used and what its development means for society and ethics. The findings of this research have important implications for policymakers, industry leaders, and researchers working in the field of AI, as well as for society as a whole. It is important that we carefully consider the potential benefits and risks of AI and work together to develop responsible and ethical frameworks for its development and deployment.

## ● NETWORKS & MEMBERSHIPS

---

IEEE

---

ACM

---

## ● DRIVING LICENCE

---

**Driving Licence:** B1

**Driving Licence:** B

## ● CONFERENCES & SEMINARS

---

Karachi

**INTERACT-2023**

---

This conference will create the environment for knowledge sharing. As a result a collaborative platform will be established to leading academic scientists

**Islamic Banking Conference**

---

Attended Islamic Banking Conference

**ITCN ASIA - IT Exhibition Telecom Conferences, IT & telecom**

---

The 22nd *ITCN Asia* - Information Technology & Telecom Show is organized by Ecommerce Gateway Pakistan (Pvt.) Ltd. It shall be a unique event providing an

## ● RECOMMENDATIONS

---

**Faisal Islam** Retail | Micro Finance | Advisory Board | DT

---

"Thorough professional. Dedicated, hardworking and sharp learner. Keeping a positive attitude. Problem solver. Keep it up buddy.."

**Muhammad Asim** Manager Compensation & Benefits

---

A great resource for any industry having potential to grow and achieve desired result. He believes in smart work instead of hard work. I strongly recommend him as a great asset to any organization.

**Raheel Bhagar, CSAA, MSc (UK)** Head - Shariah Compliance

---

I have worked with many professionals throughout my journey, but Fasih was a unique one to work. His work ethics are pristine, and he is easily adjustable to a given situation. His ability to go out of his way to help others has made him stand out. I recommend Mr. Fasih as a senior needed for everyone who is looking to make themselves better.

**Faisal Hussain** Director Research & Development at The Institute of Bankers Pakistan

---

Mr. Fasih Ur Rehman is a dedicated resource who was instrumental in the collaboration of IBP and CIE. He has always been prompt in his responses and a through professional in all his dealings. I would welcome an opportunity of working with him in future.

**Syed Yousuf Hussain** SAP Project Manager

---

Fasih is an amazing professional, who brings all of the skills and expertise in Application and Web Development. It was indeed a wonderful experience to work with him during several project deployments, consultancy services. He is very hardworking, always have a to do approach towards work and his capability to provide solutions and troubleshoot issues within a very short time was quite impressive. Most of the professionals who worked in the same capacity had to take years to get to learn from experience on how to handle these responsibilities, which seemed natural to him. Besides that, Fasih with his unwavering confidence made me assured of the best solutions to problems at workplace even when those were few options to employ, indeed he was a shoulder to lean on. I hereby highly recommend him to the next institutions for his efficient skills. I'm hoping he'll deliver ever more to other workplaces as well

**Ali Fazal** Operations Lead at inDrive | Ex-Moveit | Ex-Uber

---

Mr. Fasih is an amazing manager to work with. Possessing true leadership skills, I have had the honour to learn a lot from him in a relatively short span of time. Be it time management, project management or multitasking, he gives you his best and that pushes you to give your best as well. A humble and down to earth personality, he knows how to run a team effectively and efficiently. I wish you success in all your endeavours sir and with the level of commitment you have for work, it sparks an inspiration for hard work, integrity and great value addition. The amazing time I have spent with him and things I have learnt from him will stay with me wherever I go and for that I am eternally grateful.

**Edib Smolo, PhD** Chair of Finance Department | Director of Master of Science in Finance | Assistant Professor

Fasih is amazing at his job! He knows his way around people, he is good with the clients, does whatever it takes to help colleagues and gets things done. He makes sure that everyone is on the same page and focused on the main goal. The collaboration was very smooth and his assistance definitely made a huge impact on our success. Fasih is a great professional!

● **PROJECTS**

**AI Based Employee Assistance (Prototype)**

**Websites Backend**

**VR / AR Based Business Platform (Prototype)**

● **HONOURS AND AWARDS**

01/09/2016  
**Best Performance Award – A.A. Joyland (Pvt) Ltd.**

31/12/2016  
**Best Performance Award – A.A. Joyland (Pvt) Ltd.**

30/03/2017  
**Best Performance Award – A.A. Joyland (Pvt) Ltd.**

30/06/2017  
**Best Performance Award – A.A. Joyland (Pvt) Ltd.**

30/09/2017  
**Best Performance Award – A.A. Joyland (Pvt) Ltd.**

31/12/2017  
**Best Performance Award – A.A. Joyland (Pvt) Ltd.**

31/03/2018  
**Best Performance Award – A.A. Joyland (Pvt) Ltd.**

● **HOBBIES AND INTERESTS**

**Cricket**

**Football**

**Reading Books**

**Movies**

● **CREATIVE WORKS**

**Microsoft Imagine Cup Regional Winner**



## ● VOLUNTEERING

---

Imdaad Mutasireen e Afaat  
Volunteer

---

## ● MANAGEMENT AND LEADERSHIP SKILLS

---

Managing 10 Peoples Team in Current Organization

---

Leading New Projects Initiative

---

## ● ORGANISATIONAL SKILLS

---

Organizational Skills

---

Over the past few years, I have honed my organizational skills through my involvement and work in various organizations. I am skilled in communication, able to clearly convey my ideas and actively listen to others. I am adept at time management, ensuring that projects are completed on time and within budget. I am experienced in delegation, knowing how to assign tasks effectively to team members to optimize productivity. I possess a keen attention to detail, able to spot errors and inconsistencies and address them promptly. I am proficient in decision making, using sound judgment to make informed choices. I am skilled in strategic planning, able to develop and implement plans that achieve long-term objectives. I am goal-oriented, using measurable targets to track progress and achieve success. Additionally, I have a strong creative thinking ability, able to generate innovative solutions to problems and approach challenges from new angles.

1. Communication: Demonstrated strong communication skills by effectively collaborating with team members, clients, and stakeholders to achieve project goals.
2. Time management: Exhibited excellent time management skills by consistently meeting deadlines and delivering high-quality work within budget
3. Delegation: Utilized delegation skills to assign tasks to team members based on their strengths and expertise, resulting in increased efficiency and productivity.
4. Attention to detail: Paid meticulous attention to detail in all aspects of project management, ensuring accurate and error-free work.
5. Decision making: Employed sound decision-making skills to analyze information, evaluate options, and make informed decisions that supported project objectives.
6. Strategic planning: Utilized strategic planning skills to create and implement plans that aligned with organizational goals, resulting in increased revenue and improved customer satisfaction.
7. Goal setting: Set ambitious yet achievable goals for projects and teams, resulting in improved performance and measurable results.
8. Creative thinking: Demonstrated creative thinking skills by developing innovative solutions to complex problems and identifying new opportunities for growth and improvement.

## ● COMMUNICATION AND INTERPERSONAL SKILLS

---

Data Analysis

---

System Analysis

---

Project Management

---

Project Execution

---

Collaboration

---

Designing Product

---