

M. HASSAN MASOOD

SUSTAINABLE BUSINESS DEVELOPER

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Professional Summary

High performing professional with **5+** years of experience in delivering high-impact work in **Sustainable Business Development**. Skilled in developing strong internal and external relationships to facilitate collaborative achievement of high priority goals. Confident in my ability, I can thrive in a fast-paced setting and leverage my experience to enable company success. Committed to lifelong learning and going the extra mile to contribute and facilitate continuous improvement.

Key Skills: ESG, CSRD Compliance | Sales | HR Management | UI/UX Designer | HubSpot, Salesforce | Project Management | Tableau, Power BI Certified | Generative AI Prompting | English (Native), Suomi (B1) | C++, Java, Python | Market/Data Analysis

Work Experience

Sales Development Rep & Project Lead (World Vision) | FinSell Oy | Helsinki, FI **Mar 2025 – Dec 2025**

- Recruited, trained, and managed the outdoor sales team, promoting motivational practices in a fast-paced environment.
- Led fundraising campaigns and donor acquisition efforts, resulting in targeted growth of the supporter base.
- Managed CRM and reporting workflows, including scheduling and meetings, through MS Office, Excel, and Google tools.

ESG & CSRD Compliance Specialist | Tammer Brands Oy | Tampere / Vantaa, FI **Jun 2024 – Oct 2024**

- Implemented the EU Carbon Border Adjustment Mechanism (CBAM) and ESG/CSRD compliance goals.
- Coordinated supplier data with customs (Tulli) for CBAM compliance and reported records directly to the EU portal.
- Led internal CBAM knowledge-sharing sessions for cross-functional teams and trained CBAM suppliers to enhance compliance strategies.
- Managed risk assessment and Product Quality Book (PQB) evaluations, ensuring adherence to EU import legislation.

Strategy Consultant | Tampere Business Case Club | Tampere, FI **May 2023 – Dec 2024**

- Engaged in strategic consulting, advising regional and international organizations like Lufthansa, Sidoste, TeamViewer, etc. on complex business cases as a key team member.
- Conducted in-depth market research, competitor benchmarking, and financial analysis to develop recommendations.
- Represented Tampere University in International Business Case Consulting Competition & European Sales Competition.

Assistant Manager | Environmental Consultancies & Options | Lahore, PK **June 2020 – Mar 2021**

- Implemented a streamlined supply chain program in Punjab region to connect 2400 collection centers.
- Hired, trained and managed entire waste collection and disposal team. (Reduced lead time)
- Managed documents and renewed licenses required by government to operate and handle hazardous chemicals.

Business Development Manager | Vapemall PK | Lahore, PK **Dec 2017 – Jan 2020**

- Played a key role in scaling the business from an online-only store to a successful brick-and mortar operation, now expanded to multiple physical locations.
- Managed end-to-end supply chain operations, invoicing, shipment clearance, inventory control, and delivery logistics.
- Financial advisor and strategic sales coordinator.

Education & Certifications

BACHELORS DEGREE International Business Tampere University of Applied Sciences (CGPA – 4.3)	2021 – 2024
EXCHANGE STUDIES Economics, Accounting, Regional Development Ondokuz Mayis University	Jan 2016 – Aug 2016
ADVANCED LEVEL Business, IT, English Language University of Cambridge	2018 – 2020
ORACLE AI FOUNDATIONS ASSOCIATE Oracle	2024

Additional Accomplishments

3 RD PLACE Huawei Tech Arena Finland 2025 (Developed UI/UX interface for Harmony OS)	Dec 2025
1 ST PLACE Sales Pitch Competition Platform 6	Feb 2023
1 ST PLACE Business Startup Competition Tampere University of Applied Sciences	Mar 2022