

# Danyal Mubashir

+92-334-5814181 | [danyal.mubashir1@gmail.com](mailto:danyal.mubashir1@gmail.com) | [linkedin.com/in/danyal-mubashir](https://www.linkedin.com/in/danyal-mubashir)

## EDUCATION

Massachusetts Institute of Technology (MITx)	Micro-Masters in Data Science	2024 – 2025
Lahore University of Management Sciences (LUMS)	Master of Business Administration	2021 – 2024
National University of Computer and Emerging Sciences	BSc (Hons) in Accounts and Finance	2016 – 2020

## PROFESSIONAL EXPERIENCE

### KPMG

Pakistan / MENA

#### Assistant Manager Advisory – Data, Analytics & AI

June 2023 – Current

- Consulted for a leading conglomerate in Dubai, enhancing their data governance strategy, business intelligence, and data architecture, ensuring full compliance with the National Data Management Office (NDMO) and performance improvement, streamlined over 50 business processes, significantly improving operational efficiency and data-driven decision-making
- Supervised a team of 12 people for a comprehensive data analytics and visualization initiative for a key Saudi Government Ministry, and developed 3 Power BI Dashboards, for strategic data insights and improved workflows
- Defined 8 profit centers and 30 cost centers for a leading Pakistani bank and developed a cost allocation methodology for indirect costs with over 50 drivers for better cost allocation and decision making.
- Consulted a global bank in Dubai and formulated a responsible AI framework to make the bank future-ready by laying a foundation of ethical AI practices, encompassing fairness, transparency, accountability, and security, ensuring compliance with global standards.

### Souch Private Limited

Pakistan

#### Founder

June 2020 – May 2023

- Assembled and led an agile team of 10 professionals, successfully launching 5 innovative products (2 B2C, 3 B2B) within 3 years.
- Led the end-to-end product development lifecycle for innovative solutions, from ideation and prototyping to testing and launch, ensuring alignment with market needs.
- Developed and implemented comprehensive go-to-market strategies, achieving over 10,000 sales across all products.
- Established enduring partnerships with 15+ schools and engaged 5,000+ students by creating sustainable AR/VR virtual labs.
- Conducted market research and user feedback analysis from over 100 parents and 30+ schools to enhance product features, pricing, which led to a 30% increase in product adoption, following digital campaigns that resulted 25% growth in brand awareness

### Moziki (Acquired)

Pakistan

#### Founder

Nov 2017 – Aug 2021

- Guided a team of two content writers, produced over 100 SEO-optimized articles that generated more than USD 200K in sales.
- Achieved 30,000 organic monthly visitors with a high click-through rate of 2.6%, significantly boosting site engagement and revenue.
- Successfully negotiated the acquisition of the site by an investor at a revenue multiplier of 3x, providing 3 months of post-sale support
- Implemented advanced SEO strategies that resulted in a 40% increase in search engine rankings, driving sustained organic traffic growth.

## Professional Certificates

- Certified Data Management Professional (CDMP)
- Google Business Intelligence Professional Certificate
- AI Strategy and Governance – Wharton University of Pennsylvania

## HONORS & LEADERSHIP EXPERIENCE

- Authored and published a case study on PTCL's Digital Transformation, now incorporated into the MBA curriculum at LUMS
- President and Founding Member of LUMS Graduate Consultancy Society
- Class Representative of LUMS MBA Class of 2023
- Graduated with Distinction in National Incubation Center LUMS 2021
- Placed on Dean's Honor List in FAST NU at the end of the Academic year 2020

## SKILLS & PERSONAL

**Soft & Hard Skills:** Management Consulting, Quantitative Research, Data Analytics, Project Management, Brand Management, Teamwork, Leadership Capabilities, Excel, SQL, Coding Languages, Adobe Analytics, Python

**Personal Activities:** 1600 ELO Chess Player, Indie Game Developer, Football, Table Tennis, Programming