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| **Magnus Ahmad**  magnus.ahmad@gmail.com |+49 1515 1949 023 |

**Professional Experience**

About me: Cross-functional PM with professional experience across five countries in sales, UX research, product-market-fit, strategic roadmaps, data analytics & modelling, and self-taught Cloud (Certified Solutions Architect) and web development.

**AFFINIDI, Berlin, Germany – Senior Product Manager, Platform** *November 2021 – Present*

* Led end-to-end delivery of multiple MVPs for privacy-preserving decentralized identity products used by >1 MM customers around the world. Developed value proposition, go-to-market and sales pipeline to onboard first customers.
* Product Owner owning sprint ceremonies, stakeholder engagement and strategic roadmap for a developer-facing suite of tools to build decentralized, privacy-preserving applications leveraging blockchain-agnostic verification mechanisms.

**AMAZON, London, UK – Product Manager, Supply Chain Analytics** *July 2020 – September 2021*

* Led UK inventory placement strategy, optimizing first leg of Amazon Europe’s largest network, and developed automation roadmap for new EU marketplace to support triple-digit year-over-year growth.
* Built predictive analytics and interactive dashboards to surface Supply Chain opportunities, such as identifying and prioritizing shipment of 80,000 delayed Christmas packages in 2020, ensuring pre-holiday delivery.
* Ran EU-wide A/B tests impacting 8-digit weekly shipment units, including initiative to improve delivery speed of apparel lines by 30%, doubling coverage of apparel products in warehouses in five EU marketplaces.

|- **Product Manager, Retail Organization** *March 2019 – July 2020*

* Developed (ideation to MVP) a catalogue improvement service for B2B supplier portal. The service identifies opportunities and surfaces calls-to-action to improve supplier catalogue data, prioritized by down stream impact; part of Pan-EU optimization programme generating >€30M annual revenue.
* Built business case and managed on-time delivery of Supply Chain algorithm improvement in collaboration with global engineering and business teams. Resulted in retrieval of ~3M suppressed products and >€20M in annualized revenue.
* Designed and delivered roadmap for process centralization through automation, saving >1,000 hours per year on repetitive sales tasks and over-achieving key roadmap goals by 76%.

|- **Vendor Manager, Retail Organization** *September 2017 – March 2019*

* + - * Managed scale-up of US-EU import programme, with process improvements enabling +72% higher output per supplier.
      * Conducted analysis and presented successful proposal to increase standard supplier terms, recovering costs of damages (€1.6 MM annually) while capturing incremental +1% of product COGS in new supplier negotiations.

**BBDO GUERRERO, Manila, Philippines – Strategic Planner** *November 2015 – May 2016*

* + - * Secured new mobile wallet client by leading a new business pitch, and strengthened relationship with Fortune 500 auto manufacturer in a winning strategic pitch for higher investment in product launch ad campaign.

**UNITED NATIONS (IFAD), Rome, Italy – Programme Management Intern** *July 2014 – October 2014*

* + - * Evaluated Bangladesh loan and grant portfolio, quantitative assessment of IFAD's poverty reduction projects’ performance over previous decade. Report was used as basis of strategy review and funding negotiations.

**Education**

**LONDON BUSINESS SCHOOL, UK** – *Masters in Management 2016 – 2017*

* Identified strategic growth opportunities with London-based NGO as volunteer consultant; nominated for “Outstanding Teamwork” Award.

**OXFORD UNIVERSITY, UK** – *MSc Cognitive and Evolutionary Anthropology 2014 – 2015*

* Dissertation: Quantitative analysis of the relationship between social status and financial risk aversion.

**OXFORD UNIVERSITY, UK** *– BA (Hons 2.1) Archaeology and Anthropology 2011 – 2014*

* Dissertation (First Class): Ethnographic research on migrant identity and use of technology abroad and at home.

**INTERNATIONAL SCHOOL OF MANILA, Philippines** – *US High School Diploma, International Baccalaureate 2009 – 2011*

**Other Relevant Information**

**Technical skills:** Certified AWS Solutions Architect, Advanced SQL, Excel; Proficient Python, JS, full stack web development.

**Projects:** OSINT tool to conduct twitter user research: <https://github.com/magnusahmad/TwitterVenn>

**Sports:** Club level squash player and medallist in international tournaments; global kiteboarding enthusiast.

**Citizenship:** Dual citizen – British and German.