<table><tr><td><p><strong>Magnus Ahmad</strong></p><p>magnus.ahmad@gmail.com |<strong> </strong>+49 1515 1949 023</p></td></tr></table><p><strong>Professional Experience</strong></p><p>About me: Cross-functional PM with professional experience across five countries in sales, UX research, product-market-fit, strategic roadmaps, data analytics &amp; modelling, and self-taught Cloud (Certified Solutions Architect) and web development.</p><p><strong>AFFINIDI, Berlin, Germany – Senior Product Manager, Platform </strong><em>November 2021 – Present</em></p><ul><li>Led end-to-end delivery of multiple MVPs for privacy-preserving decentralized identity products used by &gt;1 MM customers around the world. Developed value proposition, go-to-market and sales pipeline to onboard first customers.</li><li>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.</li></ul><p><strong>AMAZON, London, UK – Product Manager, Supply Chain Analytics </strong><em>July 2020 – September 2021</em></p><ul><li>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.</li><li>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.</li><li>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.</li></ul><p>|-<strong> Product Manager, Retail Organization</strong> <em>March 2019 – July 2020</em></p><ul><li>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 &gt;€30M annual revenue.</li><li>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 &gt;€20M in annualized revenue.</li><li>Designed and delivered roadmap for process centralization through automation, saving &gt;1,000 hours per year on repetitive sales tasks and over-achieving key roadmap goals by 76%.</li></ul><p>|-<strong> Vendor Manager, Retail Organization </strong><em>September 2017 – March 2019</em></p><ul><li><ul><li><ul><li><ul><li>Managed scale-up of US-EU import programme, with process improvements enabling +72% higher output per supplier.</li><li>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.</li></ul></li></ul></li></ul></li></ul><p><strong>BBDO GUERRERO, Manila, Philippines – Strategic Planner</strong> <em>November 2015 – May 2016</em></p><ul><li><ul><li><ul><li><ul><li>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.</li></ul></li></ul></li></ul></li></ul><p><strong>UNITED NATIONS (IFAD), Rome, Italy – Programme Management Intern</strong> <em>July 2014 – October 2014</em></p><ul><li><ul><li><ul><li><ul><li>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.</li></ul></li></ul></li></ul></li></ul><p><strong>Education</strong></p><p><strong>LONDON BUSINESS SCHOOL, UK</strong> – <em>Masters in Management 2016 – 2017</em></p><ul><li>Identified strategic growth opportunities with London-based NGO as volunteer consultant; nominated for “Outstanding Teamwork” Award.</li></ul><p><strong>OXFORD UNIVERSITY, UK </strong>– <em>MSc Cognitive and Evolutionary Anthropology 2014 – 2015</em></p><ul><li>Dissertation: Quantitative analysis of the relationship between social status and financial risk aversion.</li></ul><p><strong>OXFORD UNIVERSITY, UK </strong><em>– BA (Hons 2.1) Archaeology and Anthropology 2011 – 2014</em></p><ul><li>Dissertation (First Class): Ethnographic research on migrant identity and use of technology abroad and at home.</li></ul><p><strong>INTERNATIONAL SCHOOL OF MANILA, Philippines</strong> – <em>US High School Diploma, International Baccalaureate 2009 – 2011</em></p><p><strong>Other Relevant Information</strong></p><p><strong>Technical skills: </strong>Certified AWS Solutions Architect, Advanced SQL, Excel; Proficient Python, JS, full stack web development.</p><p><strong>Projects:</strong> OSINT tool to conduct twitter user research: <a href="https://github.com/magnusahmad/TwitterVenn">https://github.com/magnusahmad/TwitterVenn</a> </p><p><strong>Sports: </strong>Club level squash player and medallist in international tournaments; global kiteboarding enthusiast.</p><p><strong>Citizenship: </strong>Dual citizen – British and German.</p>