

FAISAL SHAHZAD

Head of Mobile Financial Services Sales

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PROFESSIONAL SUMMARY

Results-driven **Head of Sales** and **Fintech Leader** with over 15 years of experience in Mobile Financial Services, remittances, and cross-border payments. Proven expertise in launching innovative financial products, driving revenue growth, and building high-performing sales teams. Adept at developing strategic partnerships, optimizing sales processes, and delivering customer-centric solutions. Recognized for achieving **10% YoY revenue growth** and expanding market share in competitive environments. Seeking to leverage my leadership and industry expertise to drive innovation and growth in the Fintech sector.

CORE COMPETENCIES

- Sales Strategy & Business Development
- Product Launch & Market Expansion
- Cross-Border Payments & Remittances
- Team Leadership & Performance Optimization
- Client Relationship Management (CRM)
- Market Analysis & Data-Driven Decision Making
- Digital Wallets & Mobile Financial Services
- Strategic Partnerships & Alliances

PROFESSIONAL EXPERIENCE

Head of Mobile Financial Services Sales

Beyond ONE Saudi for Telecom (Previously Virgin Mobile) | August 2021 – Present

- Spearheaded the successful launch of **FRIENDi PAY**, a comprehensive remittance service enabling P2P transfers, merchant payments, and cross-border transactions across Saudi Arabia.
- Built and managed a multi-channel sales network, including modern trade locations, hospitals, labor camps, and POS outlets, driving widespread adoption.
- Designed and executed targeted sales campaigns, increasing customer acquisition and retention across diverse market segments.
- Collaborated with the IT department and **Saudi Investment Bank** to refine business rules, resolve technical challenges, and align joint sales and marketing strategies.
- Implemented commission and incentive structures, boosting team motivation and performance.
- Conducted training programs for new hires, ensuring seamless onboarding and skill development.

Key Achievements:

- Achieved **10% net revenue growth YoY** through strategic sales initiatives and market expansion.
- Established FRIENDi PAY as a leading remittance service in Saudi Arabia.

Country Manager – Remittances (KSA)

Al Rajhi Bank | April 2020 – August 2021

- Oversaw remittance operations to Pakistan via online, mobile, ATM, and POS channels, ensuring seamless customer experiences.
- Developed and executed segment-specific marketing strategies, increasing remittance volume by **50%**.
- Led a team of representatives across KSA, optimizing performance through training and targeted initiatives.
- Enhanced customer engagement through CSR activities and promotional events, strengthening brand loyalty.

Key Achievements:

- Delivered a **50% increase in remittance volume** to Pakistan within one year.
 - Improved operational efficiency and customer satisfaction through streamlined processes.
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Sales & Marketing Specialist

QuickPay – Saudi National Bank (SNB) | February 2011 – August 2019

- Managed over **190 remittance corridors**, developing sales plans to cross-sell bank products and services.
- Addressed customer inquiries and resolved issues, maintaining high satisfaction levels and improving KYC procedures.
- Partnered with management to introduce customer-friendly policies, enhancing service delivery and operational efficiency.

Key Achievements:

- Earned multiple certifications, including **Service Excellence, Anti-Money Laundering, and MoneyGram Sales Achievement**.
 - Consistently exceeded sales targets through innovative marketing strategies.
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Sales Team Manager

Creative Activation Est (MoneyGram) | September 2019 – April 2020

- Designed and executed marketing campaigns to promote MoneyGram services among key nationalities.
- Conducted market intelligence to monitor FX rates and competitor activities, optimizing campaign effectiveness.
- Strengthened relationships with agents and key communities, driving service visibility and customer engagement.

Key Achievements:

- Increased brand visibility and transaction volumes through targeted campaigns.
 - Enhanced agent performance and customer satisfaction through training and support.
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Assistant Manager – Business Development

Alamoudi Exchange Co (AEC) | November 2008 – January 2011

- Identified and developed strategic remittance tie-ups in high-potential corridors (Pakistan, India, Philippines), increasing market share.
- Designed innovative marketing plans tailored to diverse customer segments, boosting brand visibility and transaction volumes.

- Revamped promotional materials, improving customer engagement and loyalty.
- Trained marketing representatives, equipping them to exceed sales targets consistently.

Key Achievements:

- Achieved a perfect score in the **Anti-Money Laundering Global Training Course**.
 - Enhanced customer retention and market penetration through strategic initiatives.
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EDUCATION

Bachelor of Commerce (B.Com)

University of the Punjab, Lahore, Pakistan | 2004–2006

Intermediate in Computer Science (ICS)

ITM College of Commerce, Sargodha, Pakistan | 2002–2004

Matriculation

Catholic School, Sargodha, Pakistan | 2002

CERTIFICATIONS

- Anti-Money Laundering Certificate
 - Service Excellence Certificate
 - QuickPay Training Certificate
 - MoneyGram Sales Achievement Certificate
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KEY SKILLS

- Sales Strategy & Execution
 - Market Analysis & Insights
 - Team Leadership & Development
 - Customer Relationship Management (CRM)
 - Product Launch & Management
 - Cross-Border Payments & Remittances
 - Digital Wallets & Mobile Financial Services
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ACHIEVEMENTS

- Achieved **10% YoY revenue growth** as Head of Mobile Financial Services Sales.
- Increased remittance volume to Pakistan by **50%** as Country Manager at Al Rajhi Bank.
- Successfully launched **FRiENDi PAY**, a leading remittance service in Saudi Arabia.
- Recognized with multiple certifications for excellence in sales, service, and compliance.