



KEY EXPERTISE



PROFESSIONAL CERTIFICATION



EDUCATION

M.S (Finance) - ICFAI University

PGDBM - NMIMS University

BSc Software - North Bengal University

CERTIFICATIONS

- TOGAF 9 Certified
- COBIT Enterprise Governance
- ITIL Expert Service Delivery

PERSONAL DETAILS

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SYED RAHMAT HUSSAIN

SUMMARY

Overall experience of 16+years and 7+years in GCC and 6+ years in IBM

Seasoned IT/Business/Digital Strategy/ Management Consultant with over 16+ years of experience in business strategy, operational enhancement, vendor/OEM management, corporate planning, IT strategy, IPR management, marketing, Innovations & Incubation, digital strategy, Transformational projects, ROI/Feasibility Projects, along with developing process, tools and frameworks etc.

WORK EXPERIENCE

International Turnkey System

Strategy Manager - 2015-

Business Strategy:

- Assisted in developing Business plans, Long range and strategic initiatives plans with high focus on growth options, sustainable business and improved operational areas.
- Initiated and executed Strategic Initiatives and projects as part of growth strategy and cost initiatives - (Focus on driving new revenue streams to tune of \$ 5 Mn and devising measures to operational cost alignment to save \$ 500K annually.)
- Created Product and services roadmaps with high focus on business alignment - (developing business case, ROI Models, inclusion of features, innovation, development, OEM engagements, etc

Vendor/Alliance Engagement:

- Managed leading vendors and OEM partners to support more than \$ 10 Mn business. Executing end to end business operations from identification, onboarding, enablement, and revenue recognition per aligned objective.

Partner Management/Marketing

- Defined the requirement for OEM aligned engagement to fulfill the gaps in Product Ecosystem. Engaging from identification to enablement to business execution to license, support and operational management

Intellectual Property Rights Management

- Managed IPR product development and Service revenue of \$ 10 Mn. focus on change request alignment to relevant products and mapping of those to AMC revenue.

WORK EXPERIENCE

Exensys Software Solutions Ltd

Assistant Manager - Strategy

Strategy Frameworks:

Instrumental in preparing & implementing of a Business plan for GCC countries, feasibility studies, sales process, satellite offices, channel sales, support and services framework and marketing and corporate communications.

Pivotal role in formation of three strategic business units (IT services, business application & Telecom) by building units frameworks, tools, data analysis, solutions mapping, etc.

Prepared GTM - Strategy, channel partner acquisition strategy, marketing plans targeting niche segments based on indirect and direct sales models.

Determined financial and cost benefit factor by creating different investment buckets for promotional activities, the model deeply scrutinizes the different marketing tactics and its relevancy for different SBU's.

Determined competitive insights for targeted competitors related to their market share, channel strategy, major customers, and strategic market successes.

Prepared and implemented strategies for targeting potential business partners and acquisition opportunities from Middle East and African countries.

Assisted in managing of product development strategy revolving around customer needs evaluation, product roadmap strategy, product 's functional attributes, product launch planning, marketing communications, etc

International Business Machine (IBM)

Advisory Strategy Consultant - 09-015

Growth/Market strategy:

- Projects for internal and external clients focusing on future growth strategy by addressing current challenges such as diminishing sales, increasing cost and bringing out viable solutions targeting on major areas such as changes IN products lines, business units restructuring, geographic & solution line expansion strategy, new customer segments, maturity models development, competitive strategy, etc.

Value creation Engagements :

- Multiples projects revolving around sales/channel strategy, revenue growth, product strategy, opportunity assessment, pricing strategy, etc. (improving effectiveness, launching new products) reducing costs (lowering manufacturing costs and improving purchasing efficiencies), entering new businesses

Business Strategy:

- Assisted in the development of business & corporate strategy planning for companies by creating robust roll-out plan, expansion plans, market assessment, new market exploration & validation assessments, feasibility studies, evaluation of alternate operating models, formulating organic and/or inorganic entry strategies, etc.

Clients & Engagements



IT Benchmarking Projects - Automotive



Client -Buyer Segmentation/Hyperion



Cost take out engagements/Solutioning



Market Entry/Assessment Strategy



Business Operating System strategy