

Saad Ghori

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OBJECTIVE

Highly adept management professional seeking to leverage proven leadership and strategy skills to bring innovation and increase revenues at a thriving reputable company. Experienced in developing product roadmaps and product vision that directed cross-functional teams from product conception through launch and multiple iterations. Detail oriented, articulate, with a keen sensitivity to market taste & trends for planning and executing marketing campaigns.

FULL-TIME WORK EXPERIENCE

TD Wealth - Direct Investing | *Investment Representative*

Scarborough, Canada | June 2022 - Oct 2022

- Handled approx. 50-60 calls daily, providing clients with legendary experiences through efficient, effective, and friendly client service
- Provided advanced guidance and expertise to clients on how TD's digital assets can help them meet their financial needs
- Educated and imparted knowledge of financial products & financial market trends to clients of Canada's largest self directed brokerage
- Executed complex transactions as per client instructions in accordance with IIROC regulations and TD DI policies and procedures

Innowi inc. (Silicon Valley startup) | *Product Manager - Restaurant Tech*

Lahore, Pakistan | Dec 2020 - Oct 2021

- Led a cross-functional team of 7 responsible for creating solutions that are redefining restaurant experiences
- Developed product roadmaps and strategies, enabling the successful launch of Self-Serve Kiosks, Handheld POS, Countertop POS, and KDS in over 500 Californian restaurants
- Assisted the core team with product pricing and positioning strategies
- Collaborated closely with the product+marketing team to create collateral and launch campaigns, both print and digital
- Interviewed customers, internal sales/support to gather requirements for development; worked with design & development teams, QA, and marketing team to ensure the software built surpasses customer expectations
- Played a key role in revamping Innowi's website and social media to make it more restaurant centric
- Successfully used SCRUM methodology to timely deliver various iterations of SaaS products
- Established myself as the company's industry expert; onboarded and trained sales reps and marketing associates

Innowi inc. | *Associate Marketing Manager - Retail Tech*

Lahore, Pakistan | Jan 2019 - Dec 2020

- Conducted qualitative and quantitative market research to establish insights for product requirements and messaging
- Managed client relationships and execute campaigns based on business needs
- Created marketing collateral and maintained the company's digital presence
- Made detailed product presentations that were pitched by the sales team to our corporate retail client.

JS Bank Ltd | *Management Trainee - Corporate Banking*

Lahore, Pakistan | June 2017 - Jan 2019

Participated in two months of in-class training dedicated to soft skills and the basics of banking. The training was followed by department rotations and ultimately a permanent job.

- Established and managed relationships with corporate clients, ensuring the clients' banking needs are catered to without delay or error.
- Scrutinized and analyzed various clients' risk profiles through analysis of their financial health, their credit history, and the conditions of the industry they're operating in.
- Prepared and implemented the relevant documentation pertaining to credit applications of clients, i.e. Credit Memorandum, Obligor Risk Rating, Financial Spreads etc.

INTERNSHIPS & TASHIPS

LUMS, Teaching Assistant - Introduction to IT

Lahore, Pakistan | Jan 2017 - May 2017

KPMG Taseer Hadi Khalid & Co., Audit Intern - NIB Bank

Karachi, Pakistan | Jun 2015 - Aug 2015

LEADERSHIP & COMMUNITY INITIATIVES

• Director LUMS Community Service Society - Children Hospital (society focused on helping young cancer patients)

Organized and led multiple charity drives to collect clothes, toys, and funds for cancer patients. Routine visits were made to boost morale every weekend

• LUMS Entrepreneurship Society - Member

• That Treehouse - Co-founder (a not-for-profit initiative to connect and aid local artists)

EDUCATION

Lahore University of Management Sciences

Lahore, Pakistan | Aug 2013 - June 2017

BSc (Honors) - Accounting & Finance - CGPA 3.41

- Dean's Honor List - fall semester 2014-15
- Graduated with High Merit

ADDITIONAL INFORMATION

Certifications: CSC, CPH

Skills: Agile/SCRUM, digital marketing & SEO, teamwork & collaboration, customer service

Tools: Microsoft Office (Excel, Word, Powerpoint, VBA), Salesforce, Trello, Slack, Teams, Google suite

GRE: 310 (Q: 157/ V: 153)

Languages: Urdu (native), English (fluent)

Interests: Trekking (Base camp - Nanga Parbat, Rakaposhi), Guitar, Table Tennis, Swimming