### Syed Asghar Hussain

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**Career Profile:**

Accomplished and results-driven banking executive with proven experience in driving innovation, identifying and nurturing high-potential market opportunities, and fostering cross-functional collaboration. Passionate about building pioneering financial products, leveraging market insights, digital technology and data-driven strategies.

**Skill-set & Achievements:**

Product Innovation and Transformation

* Spearheading the ‘Digital Supply Chain Finance (DSCF)’ program at Raqami Islamic Digital Bank. It involves overseeing the entire lifecycle of DSCF from initial ideation and design to development, launch, and ongoing iteration
* Completed the Market Assessment, Business Case and Product Strategy for the pioneering ‘Digital Embedded Finance’ offering at Bank Alfalah (Digital Banking Group).
* Collaborated with the DFS Business Head and developed the 3-year DFS Business Strategy for FINCA MFB. For ‘SimSim’ App, pivoted from the lifestyle, consumer app, focusing on optimizing internal synergies (i.e. cross-sell to ETBs) and setting KPIs for Payroll segment.
* At FINCA MFB, developed partnership with an Agritech; ran a product pilot for the corn growers in Kasur area. Collaborated with FINCA HQ for a retailer OD financing project (in partnership with Kuunda Digital and Oneload).
* Developed and presented the ‘MSME Business Strategy’ to the Board at FINCA MFB. New Segment created and new value propositions developed. Category ENR in 3 years ~PKR 4.5 Billion.
* Part of the cross-functional team for ‘Future Way of Business – FINCA 2.0’, an internal innovation forum driving product & process transformation/efficiencies at FINCA MFB. Notable projects completed within this initiative included;
  + Pilot of Credit Scoring Model (Algorithm/Machine Learning based)
  + Loan Process Digitization; Tablet-based Lending
* Led the Capability Assessment & Gap Analysis exercise for FINCA MFB as part of the ‘Showcase Subsidiaries Roadshow’. Engagement advisor was GLU Global (South Africa).
* Part of the cross-functional product development team for savings and insurance products for EasyPaisa.
* Subject-matter expert for DFS Credit Products Strategy for EasyPaisa, formulated by ‘Bain & Company’
* Drove a high-growth product strategy, capitalizing on emerging trends and white spaces at Tameer MFB. Led an innovation incubator termed as ‘iTameer’ directly overseen by the CEO. Designed and rolled out 9 credit products; both secured and unsecured in nature comprising Running Finance, Warehouse Receipt Financing, Home Renovation & Incremental Construction, Transport Loan, Asset Financing, Private School Financing, Livestock Financing, Crop Financing and Solar Home System Financing.

Strategy

* Contributed to the ‘Business Strategy’ formulated and presented to the Board at Raqami.
* Oversaw the development of 3-year Business Strategy & Annual Operating Plans at FINCA MFB.
* In a consulting role, reviewed the MSME segment strategy for two MFBs and made recommendations for market penetration.
* In a consulting role, formulated the Product Strategy for Internet Banking at Allied Bank.
* Completed the projections and business cases for new products at FINCA MFB and Tameer MFB.
* At Standard Chartered Bank (SME Banking Group), formulated Segment Budgets (Asset Book, Liability Book, Revenue and Cost) in collaboration with Region and Country Teams. SME Asset Book was worth USD 250 MN; Liability Book was USD 60 MN.

Partnership & Alliances

* Signed partnership agreements with five platforms for Embedded Financing offering at Bank Alfalah.
* Managed all the product partnerships at Tameer MFB and FINCA MFB.
* Managed client relationships in consulting roles.

Project Management & Performance Management

* Subsidiary Lead and POC for the Global PMO Practice at FINCA MFB.
* Employed 4DX and WIGS (Wildly Important Goals) for strategy execution, KPIs measurement and monitoring at FINCA MFB.
* In a consulting role, Project Manager for Internet Banking project at Allied Bank; Project Management for an Organizational Restructuring project at PTCL.

Risk Management

* Developed the Risk policies including Enterprise Risk Management Framework, BCP and Credit Risk Policy, at Raqami.
* Put together an ‘Enterprise Heat Map’, identifying the unique risks Raqami, as a digital bank, is exposed to with proposed mitigants.
* Managed the Board Risk Committees Meetings, as the Secretary.

**Employment History:**

May 2023 to date **EVP/Head – Digital Supply Chain Finance** *(January 2025 onwards)*

Raqami Islamic Digital Bank, Karachi

**EVP/Head – Embedded Risk** *(May 2023 to December 2024)*

Raqami Islamic Digital Bank, Karachi

Sep 2021 to May 2023 **SVP-II/Head - Embedded Finance (Fintech Partnerships)**

Bank Alfalah (Digital Banking Group), Karachi

May 2017 to Sep 2021 **EVP/Head - Products & Strategy (MANCOM position)**

FINCA Microfinance Bank, Lahore

May 2016 to May 2017 **MSME Banking Advisor (SME Advisory Component Lead)**

Pragma Corporation (USAID Contractor), Islamabad

Dec 2013 to Dec 2015 **VP – Segment Management**

Standard Chartered Bank (SME Banking Group), Karachi

July 2009 to Nov 2013 **Head - Product Development**

Tameer/Telenor Microfinance Bank, Karachi

May 2005 to Jun 2009 **Senior Business Consultant**

BearingPoint Pakistan (Ex-KPMG Consulting), Karachi

Aug 2003 to Mar 2005 **Manager Media Research**

Gallup Pakistan, Karachi

**Education & Trainings:**

**MSc (International Marketing Management) |** 2003

Royal Docks School of Business & Law, University of East London, London, UK

**MBA (International Business) |** 2000

Institute of Business Administration (IBA), Karachi, Pakistan

**Islamic Banking Certificate Course |** Jun 2022

NIBAF, Karachi

**Fintech Foundation Program |** July 2021

10x1000 Tech for Inclusion; Alipay & IFC

**Project Management Certification Training |** 2005-2006

35 Contact Hours toward the PMP® certification from PMI