

Taariq Ismail

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SKILLS

Commercial strategy / GTM	Prompt engineering	Getting things done	Product management
Project management and enterprise deployment	Advanced Excel, VBA, Python, R, SQL	Web and product analytics	Excellent communication, Workshop facilitation

RELEVANT EXPERIENCE

Independent Consulting / Entrepreneurial Projects

Jun 2024 - present

- Enterprise Lead (Freelance until Dec 2024) - *Series A Legal Tech SaaS building AI agents for in-house legal teams*
 - Co-developed a new agent with enterprise legal teams, by gathering business needs and managing customisation. Led deployment strategy and communicated value to stakeholders (legal and IT) for signoff
 - Customer success role for two large enterprise customers (combined customer revenue of \$4bn), and identified opportunities for upsell that resulted in a 220% increase in ACV
- Co-founder, Alchemist Bundles - *Legal Tech SaaS that helps law firms create court bundles instantly. Founded 2023*
 - Acquired first 20 customers, using a variety of sales and marketing strategies - from cold outreach to paid advertising
 - Worked closely with technical co-founder to define product vision, roadmap, and feature prioritisation. Gathered user feedback and conducted market research to understand customer needs. Did lots of things that don't scale
- Founder, Echoinsights.co - *Reviews insights consulting service. Use LLMs to extract insight from reviews data, aggregated across multiple online platforms – e.g. Google Maps, Tripadvisor, Expedia, Trustpilot.*
 - Developed unique approach to extracting customer demographics from reviews data
 - Prompt engineering and data pipeline engineering in Python. Sold ad-hoc projects to consulting firms

Strategy Manager, RELX

Dec 2020 - Apr 2024

Managed strategic projects and reported to Group CSO. RELX (LON:REL) is a global provider of B2B information and decision tools to businesses. Brands include: LexisNexis, Ciriium, Elsevier. Selected projects:

- Developed pricing strategy for a \$30m product, resulting in a 7% uplift. Quantitative and qualitative research to formulate price levels, bundling options, versioning, and value messaging of product
- Led a team of 5 on a strategic market entry recommendation for one of RELX's major businesses, assessing market attractiveness, competitive landscape, and synergies. Unlocked a \$150m revenue opportunity for the business

Consultant, OC&C Strategy Consultants

Sep 2018 - Dec 2020

Strategy consultant with a strong analytics toolkit, responsible for leading workstreams of 2-3 associates.

- Revenue management strategy for major UK airport. Led a team of 3 to devise pricing strategy and to build a live dashboard that gives management the right insight to better negotiate pricing with duty free retailers
- Churn reduction strategy for national gym chain. Used internal and external data (+20 disparate sets) to develop recommendations, including diversified membership options and targeted communications
- Commercial due diligence projects on various assets. Led customer, market, internals workstreams

Consultant, Accenture

Sep 2015 - July 2018

Strategy and analytics consultant working across a number of industries, using data to solve business problems.

EDUCATION

MEng Engineering Science: First Class Honours. **University of Oxford (St Edmund Hall)**

2011 - 2015

INTERESTS: Languages - currently learning Arabic (upper-intermediate level), reading goal of 32 books this year, black & white film photography, playing tennis and golf