

# Taariq Ismail

taariq.ismail1@gmail.com | taariqismail.com

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## SKILLS

Commercial strategy development	Sales and cold outreach	Getting things done	Financial modelling
Project management	Advanced Excel, VBA, Python, R, SQL	Web and product analytics	Excellent communication, Workshop facilitation

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## RELEVANT EXPERIENCE

### Strategy Manager, RELX

Dec 2020 - present

Manage strategic projects and report to Group CSO. RELX (LON:REL) is a global provider of B2B information and decision tools to businesses. Brands include: LexisNexis, Cirium, 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
- Product analytics for a web tool with 50k+ users. Analysed data to determine which user behaviours lead to poor business outcomes (i.e. downsell or churn), and suggested changes in product roadmap to meet customer needs

### Co-founder, Alchemist Bundles

July 2022 - present

Alchemist Bundles is a Legal Tech solution that helps law firms create court bundles easily. It reduces workflow errors and frees up lawyers' time to focus on higher-value work.

- Sales and marketing: acquired first 20 customers, using a variety of sales and marketing strategies - from cold outreach to paid advertising
- Product management: worked closely with the technical co-founder to define product vision, roadmap, and feature prioritisation. Gathered user feedback and conducted market research to understand customer needs
- Built various aspects of the business, including operational activities and process improvements. Did lots of things that don't scale

### Consultant, OC&C Strategy Consultants

Sep 2018 - Dec 2020

Strategy consultant with a strong analytics toolkit, responsible for leading workstreams of 2-3 associates on strategy and due diligence projects. Selected projects:

- 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 increased membership options, targeted communications, and changing classes at some locations
- Commercial due diligence on IT services industry business. Led the customer and market workstreams to understand the attractiveness of the market and key purchasing criteria of customers through interviews

### Consultant, Accenture

Sep 2015 - July 2018

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

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## EDUCATION

### University of Oxford (St Edmund Hall)

2011 –2015

- MEng Engineering Science: First Class Honours
  - Various awards for academic, sporting, and extra-curricular achievements
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**INTERESTS:** Love languages - currently learning Arabic (upper-intermediate level); reading goal of 32 books this year; distilling my thoughts through writing at [taariqismail.com](https://taariqismail.com); playing tennis and golf