

MUAZ AROOJ

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Suleman Dawood
School of Business

EDUCATION

Lahore University of Management Sciences (LUMS)

Aug 23 – June 25

- Master of Business Administration – **MBA**
- Relevant Coursework: Financial Management, Investments, Marketing Management, Operations Management, Business Strategy, Decision Analysis, Managerial Economics.

University of London – London School of Economics

2019

- Bachelor of Science (Honors) in **Accounting and Finance** | *2:1 Second Class Honors – Upper Division.*
- Relevant Coursework: Applied Corporate Finance, Valuation and Securities Analysis, Financial Modelling, Capital Budgeting, Advanced Financial Management.

ACCA

2025

- 10 exams cleared.

PROFESSIONAL WORK EXPERIENCE

CIC – Private Equity - Karandaaz (MBA-internship)

July 24 – Aug 24

- Conducted market research to identify high-growth industries and potential client acquisition strategies.
- Developed financial models (DCF) to showcase value propositions and ROI, supporting investment pitches.
- Engaged with internal stakeholders of portfolio companies to refine sales narratives and enhance deal closure success rates.

Associate (Financial Modeling) - S&P Global Market Intelligence

Aug 22 – June 23

- Interacted with global clients and created custom Excel-based financial models (DCFs and WACC etc.).
- Engaged with **global clients**, identifying opportunities to **cross-sell** S&P Global's offerings, contributing to revenue growth.
- Conducted client training sessions, **positioning S&P's offerings as must-have solutions** for financial decision-making.

Data Research Analyst (M&A) – S&P Global Market Intelligence

Sep 21 – Aug 22

- Developed **100+ dashboards, and financial models**, directly influencing **multi-million-dollar** investment and sales decisions.
- Managed relationships with **50+ global clients**, identifying cross-sell opportunities and contributing to a **2% increase in product adoption**.

Account Opening In-charge – Bank Al Habib Limited

Jan 20 – June 21

- Opened **1,100+ new accounts** and secured over **PKR 11.5 million** in deposits for two branches despite being in an operations role.
- Cleared a backlog of **2,000+ undelivered ATM cards** and maintained databases for **25,000+ active customers**.

STRATEGIC CONSULTING ENGAGEMENTS

Syngenta

- Led a high-impact Management Consultancy Project to develop a **Go-to-Market Strategy** for the **PKR 132 billion home pests industry**, providing market sizing, a **4Ps strategy for a four-product portfolio**, and a **retail entry plan across three cities**.

WoodenArc

- Co-founded an entrepreneurial venture, **posted revenues of 350,000 PKR** and **achieved nearly 15% cost savings** in the first quarter of operations by venturing into the furniture-selling market.

HONOURS AND AWARDS

- **S&P Global Market Intelligence:** Won the **Top Global Financial Modeling Employee Award** in 2023 and the **Rising Star Award** in 2022, as a Financial Modeling Associate.
- **S&P Global Market Intelligence:** Won the **Rising Star Award** in 2021 as a Data Research Analyst.

PROFESSIONAL SKILLS

- **Skills:** MS Excel | Capital IQ | Capital IQ Pro | Power BI | Salesforce | Python (Data Analysis) | Corporate Finance
- **Languages:** English (Fluent) | Urdu (Native) | Punjabi (Advanced)