

# Suleman Ahmed

[sulemanahmedcs@gmail.com](mailto:sulemanahmedcs@gmail.com) | +92 334 1960893

A social techie and results-oriented product manager, blending expertise from 10+ years across product management, business analysis, and data engineering. My passion lies in catalyzing growth and fostering innovation through strategic product development, harnessing cutting-edge technologies and data insights to elevate product performance and enrich user journeys. My experience spans various sectors including Tech, eCommerce, SaaS, Mobile Apps, Healthcare, and FinTech. Proficient in distilling complex data into actionable insights to shape product roadmaps and facilitate informed decision-making. Ultimately, I thrive on translating concepts into impactful solutions that captivate users and propel business prosperity.

## PROFESSIONAL EXPERIENCE

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### Senior Business Analyst (Manager) / Product Manager

– Lahore, Pakistan

#### PureLogics LLC (December 2021 – Present)

- Spearheading the product development lifecycle from ideation to launch, ensuring alignment with company goals and customer needs.
- Communicating product vision, strategy, and progress to stakeholders, including executives, clients, and internal teams.
- Collaborating with cross-functional teams including engineering, design, and marketing to define product requirements and roadmap.
- Conducting market research, gap, and competitor analysis to identify trends and opportunities for product innovation and differentiation. Delivering proof of concept and technical diagrams.
- Prioritizing feature development based on market demand, technical feasibility, and business impact.
- Defining and tracking key performance indicators (KPIs) to measure product success and inform future iterations.
- Leading agile development processes, including sprint planning, backlog grooming, and sprint reviews.
- Conducting user testing and gathering feedback to iterate and improve product usability and functionality.

### Senior Software Engineer/Data Engineer

– Lahore, Pakistan

#### Habswear (October 2020 – December 2021)

- Extracting real-time data from different APIs and classifying structured and unstructured data.
- Designing, developing, and maintaining scalable data pipelines and ETL processes to extract, transform, and load large volumes of data from various sources into data warehouses or data lakes.
- Optimizing database performance through indexing, partitioning, and other optimization techniques.
- Monitoring data pipeline health and performance, troubleshooting issues, and implementing solutions to ensure reliability and uptime.
- Implementing data security and privacy measures to ensure compliance with regulations and protect sensitive information.

## **Software Engineer (Product Owner)**

**- Islamabad, Pakistan**

### **Tribe Consulting (December 2019 – October 2020)**

- Defining and prioritizing product features and requirements based on customer needs, market trends, and business objectives.
- Creating and maintaining the product backlog, ensuring it is well-groomed, prioritized, and aligned with the product vision.
- Collaborating closely with stakeholders, including customers, developers, and business leaders, to gather feedback and validate product decisions.
- Communicating product vision, goals, and priorities to the development team through clear user stories and acceptance criteria.
- Participating in agile ceremonies such as sprint planning, backlog refinement, daily standups, and sprint reviews.
- Making trade-off decisions between scope, schedule, and resources to maximize value delivery and ensure project success.
- Conducting market research and competitive analysis to identify opportunities for product innovation and differentiation.
- Monitoring and analyzing key performance metrics to evaluate product success and identify areas for improvement.
- Working closely with UX/UI designers to create intuitive and user-friendly interfaces that meet customer needs and expectations.

## **User Experience Engineer**

**- Cairo, Egypt**

### **2Lamp5 Solutions (September 2018 – December 2019)**

- Conducting user research to understand user needs, behaviors, and pain points.
- Creating user personas and conducting mock-ups to inform design decisions and ensure alignment with user needs and preferences.
- Collaborating with designers and developers to translate user research findings into actionable design solutions.
- Creating wireframes, prototypes, and user flows to communicate design concepts and interactions.
- Conducting usability testing and gathering feedback to iteratively improve product usability and user experience.
- Working closely with product managers to define feature requirements and prioritize user experience enhancements.
- Advocating for user-centered design principles and best practices within the organization.
- Analyzing user data and metrics to identify areas for UX optimization and inform design decisions.
- Keeping up-to-date with industry trends and emerging technologies in UX design.
- Contributing to the development and maintenance of design systems and UI components to ensure consistency and efficiency in design implementation.

## **Business Analyst**

**- Illinois, USA**

### **Ninja BPO (August 2017 – September 2018)**

- Analyzing business processes and workflows to identify areas for improvement and optimization.
- Gathering and documenting business requirements from stakeholders to ensure alignment with business objectives.
- Conducting data analysis to identify trends, patterns, and insights that can inform strategic decision-making.
- Developing business cases and proposals for process improvements, cost reduction, and revenue enhancement initiatives.
- Collaborating with cross-functional teams including operations, finance, and IT to implement process changes and technology solutions.
- Conducting feasibility studies and impact assessments for proposed changes to assess potential risks and benefits.
- Facilitating workshops and meetings with stakeholders to elicit requirements, gather feedback, and gain consensus.
- Creating and maintaining documentation such as process maps, requirement specifications, and user manuals.
- Monitoring and evaluating the effectiveness of implemented solutions and making recommendations for further improvements.
- Keeping abreast of industry trends, regulatory changes, and best practices in business process management and BPO operations.

## **Marketing Project Manager**

**- Islamabad, Pakistan**

### **Helium (July 2015 – August 2017)**

- Leading, controlling, and organizing executions promptly for Nestle, P&G, Uber, Mayfair, and Pakistan State Oil (PSO) programs in Islamabad.
- Monitoring daily operations to ensure a smooth workflow and supervising the execution of daily tasks nationally.
- Developing and enforcing sound policies and structures to support company growth.
- Conducting risk assessments to ensure smooth project execution and holding meetings with clients to align expectations and develop execution processes accordingly.
- Creating and implementing a long-term business plan to ensure the continuity of business operations.
- Monitoring project objectives through periodic checks and verifications to ensure successful completion.
- Ensuring that project quality standards are maintained without compromise.
- Delegating tasks to members of the operations team.
- Maintaining continuous coordination with all managers nationwide to provide value-added services.
- Analyzing individual targets and achievements daily to assess project performance.

## **Associate Marketing Project Manager**

**- Islamabad, Pakistan**

### **BullsEye Communications (March 2014 – July 2015)**

- Assisting in the planning, coordination, and execution of marketing projects and campaigns under the guidance of the Marketing Project Manager.
- Supporting the development and implementation of marketing strategies to meet business objectives and target audience needs.
- Collaborating with cross-functional teams, including marketing, creative, and sales, to ensure project deliverables are met on time and within budget.
- Assisting in the creation and management of project timelines, budgets, and resource allocation.
- Conducting market research and analysis to identify trends, opportunities, and competitive landscapes to inform project strategies.
- Supporting the production of marketing materials, such as print collateral, digital assets, and promotional content.
- Assisting in the coordination of events, trade shows, and other marketing initiatives to drive brand awareness and engagement.
- Contributing to the development of marketing plans and presentations for internal and external stakeholders.
- Monitoring and analyzing key performance metrics to evaluate the effectiveness of marketing projects and campaigns.
- Assisting in the maintenance of project documentation, including status reports, meeting minutes, and action items.

## **Marketing Brand Ambassador**

**- Islamabad, Pakistan**

### **BullsEye Communications (January 2013 – February 2014)**

- Representing the brand at various events, activations, and marketing campaigns to increase brand visibility and engagement.
- Engaging with customers and prospects to communicate the brand's message and values effectively.
- Building and maintaining positive relationships with key stakeholders, including customers, influencers, and partners.
- Creating engaging content, such as posters, and videos, to promote the brand and its products/services.
- Collaborating with the marketing team to develop and execute marketing strategies and initiatives.
- Providing feedback and insights from the field to inform marketing decisions and improve brand perception.
- Participating in training sessions and workshops to stay updated on product knowledge, brand guidelines, and marketing techniques.
- Representing the brand professionally and ethically at all times, adhering to brand guidelines and standards.
- Monitoring and reporting on key performance metrics, such as brand awareness, engagement, and sales, to assess the effectiveness of marketing efforts.
- Acting as a brand advocate both online and offline, championing the brand's values and mission to target audiences.

## EDUCATION

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**International University of Applied Sciences**

– Berlin, Germany

Major: **Master of Science in Artificial Intelligence**

**FAST NUCES University**

– Islamabad, Pakistan

Major: **Bachelor of Science in Computer Science**

**Forman Christian College**

– Lahore, Pakistan

Major: **Intermediate in F.Sc Pre-Engineering / Year 12**

**Saint Mary's Cambridge School**

– Rawalpindi, Pakistan

Major: **Matriculation in Computer Science / Year 10**

## LANGUAGES

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- English (Duolingo Certified | 135/160 | Excellent)
- Urdu/Hindi (Native)
- Arabic (Limited Working Proficiency)

## EXPERTISE IN VARIOUS INDUSTRIES

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- Healthcare
- FinTech
- eCommerce
- EdTech
- Transportation & Logistics
- Social Platforms
- BPO
- Marketing Agencies

## SOFT SKILLS

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Leadership, Communication, Training and Development, Problem-Solving, Adaptability, Negotiation, Time Management, Creativity, Detail Orientation, Risk Management

## REGULATORY COMPLIANCE EXPERIENCE

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- HIPAA (Health Insurance Portability and Accountability Act)
- GDPR (General Data Protection Regulation)
- ADA (Americans with Disabilities Act)
- PCI DSS (Payment Card Industry Data Security Standard)

## TRAININGS & CERTIFICATIONS

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- Software Product Management Specialization – *University of Alberta, Canada (Online)*
- Project Management Specialization – *Google (Online)*

## TECHNICAL SKILLS

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**Programming Languages:** Python, SQL, C++, Gherkin, Shell, Assembly

**Proficiencies:** Product Management, Requirement Engineering, Agile Methodologies, Prototyping and Wireframing, User Experience Engineering, APIs and Integrations, Data Analysis, Business Intelligence and Dashboard Metrics, Strategic Planning, Digital Marketing, Business Modeling, Artificial Intelligence, Software Development Lifecycle (SDLC), Object-Oriented Programming, Data Engineering, Web Development, Mobile Development, UML Diagrams, Use Case and User Stories Development, Business Analysis, Business Acumen, Technical Sales

### Tools & Technologies:

- **Business Intelligence Tools:** Pentaho, Microsoft (Power BI, Excel, SQL Server Integration Services)
- **Databases:** MySQL, MariaDB, SQL Server, Postgres, MongoDB, Oracle
- **Prototyping/Wireframing & Diagramming Tools:** Balsamiq, Figma, Draw.io
- **IDE:** Eclipse, Netbeans, Codeblocks, Visual Studio, Jupyter Notebook.
- **CMS:** Wordpress, Shopify, Wix
- **Product/Project Management Tools:** Jira, Trello, Notion
- **Version Control Systems:** Git
- **Frontend Technologies:** HTML, CSS, JavaScript, React, VueJS
- **Backend Technologies:** Node.js, Python, Ruby
- **Cloud Technologies:** AWS, Azure, Google Cloud Platform
- **Mobile Development Platforms:** Native(iOS, Android), Hybrid (Flutter, ReactNative)