Safwat Ahmed

Product Manager

safwatahmed94@gmail.com | +880 1758 484 950 | linkedin.com/in/safwatahmed | safwatahmed.com

PROFESSIONAL EXPERIENCE

Nagad Ltd.   **Mar 2021- Apr 2024**
Financial Technology & Services   *3 years 2 months*

Senior Manager - Design & Solutions (Bangladesh)

Core Mobile Financial Services
- Spearheaded the design of a Mobile Financial Solution from scratch, catering to 80 million customers in the Bangladeshi market, focusing on scalability, stability, and customization.
- Led cross-functional teams comprising 11 members from product, development, finance, UX, and commercial to design and lock the solutions.
- Won **MD's award** in 2022 for addressing system pain points and introducing release-independent flexibility, slashing GTM lead time for updates from 10 working days to 1.
- Introduced new features that enabled new revenue streams for the company and the retail and distribution channels.
- Played a pivotal role in migration strategy, identifying challenges due to structural differences between old and new systems.

Complementing Tools & Services
- Prepared Solution Briefs and evaluated vendors for complementing services, notably the Company Website, Quiz Game, and Loyalty Solutions.
- Coordinated with vendors for solution development, playing an active role in UAT and providing necessary support throughout the development lifecycle.
- Developed specialized solutions and portals for government aid projects, ensuring timely delivery and stakeholder satisfaction.

Project Manager / Service Planning Manager (Bangladesh)

- Streamlined the end-to-end development pipeline for Core MFS and prioritized the backlog, considering compliance, revenue, and strategic objectives through cross-functional collaboration.
- Minimized business risks by ensuring platform migration readiness, identifying & briefing potential vendors, and strategizing seamless switchover plans.
- Facilitated integrations of Core MFS with banks, financial institutions, and merchants, expanding the service portfolio.
- Defined and executed the product roadmap for retail intelligence and sales workforce management tools.
- Managed the development backlog for in-house ERP solutions, ensuring alignment with business needs.

Sheba Platform Limited
Information Technology & Services

Aug 2020 - Feb 2021
6 months

Senior Product Manager (Bangladesh)

- Led a team of 2 product managers and 1 UX designer, operated a portfolio of 2 Live Products and 2 R&D products under the Digital Distribution Network Wing of the company.
- Led the company-wide infrastructure & application security initiative to comply with the security standards to support financial services across different business domains.

SELISE Digital Platforms
Software & Consultancy

Dec 2017 - Apr 2020
2 years 5 months

Product Manager - SELISE Telco (Bhutan)

- Led the Bhutan team of 16 members and grew the business portfolio resulting in a headcount increase to 55.
- Developed essential competencies such as Business Analysis, Development, and UX design in SELISE Bhutan, enabling the unit to reach autonomy from other business units.
- Led user-centric product design to development; one solution, SELISE Telcosuite, won SELISE Group's best solution award in 2019.
- Pivoted the business to a PaaS model, releasing standardized solutions such as Telcosuite 3.0 and SELISE Club.

Business Analyst / UX Designer - SELISE Consulting & UX (Bangladesh)

- Designed user-centric UX journeys tailored to end-user personas and objectives conveyed through sketches, wireframes, and interactive prototypes.
- Delivered Agile Design Specifications to developers; expedited user journeys and screens using existing components for quicker development and enhanced user experience.

BAT Bangladesh
Consumer Goods

Jan 2017 – Aug 2017
7 months

Global Graduate - HR (Bangladesh)

- Devised the Talent Brand Social Media Plan for Marketing function for 2017.
- Conducted end-to-end recruitment for the Marketing function to achieve 95% structure, ensuring OTIF completion of the process.

EDUCATION & CERTIFICATIONS

Bangladesh University of Professionals   **Dec 2016**
Bachelor of Business Administration
Marketing(*Major*) & Supply Chain Management(*Minor*)

International Supply Chain Education Alliance (ISCEA)   **Aug 2014**
Certified Supply Chain Analyst

COMPETENCIES

- Product Management
- Design Thinking
- Solution & Concept Design
- User Experience Design
- Project Management
- Business Process Optimization
- Innovation Consulting
- Sketch / Figma / Photoshop