

Resume - Yasir Bin Aslam

Senior Business Leader | Growth Strategy & Global Operations

Name:	Yasir Bin Aslam
Summary:	• Driving revenue growth and operational excellence across IT services, Staffing & Recruitment, SaaS, e-commerce, Tele sales and other BPO sectors. • Expertise in go-to-market strategy, sales leadership, and key account management for global markets (US, Europe, Middle East, APAC) • Proven ability to build and scale high-performance teams, managing cross-functional operations across geographies. • Specialized in B2B strategic partnerships, customer experience optimization, and staff augmentation solutions. • Collaborative leader who aligns product, marketing, and customer success teams to execute growth initiatives.
Competencies & Expertise:	Go-To-Market (GTM) Strategy • Market Research & Segmentation Value Proposition Design • Multi-Channel Strategy (Direct/Indirect Sales) Business Development Campaigns • Customer Onboarding & Lifecycle Management Sales Leadership & Operations • End-to-End Sales Funnel Optimization Lead Generation & Qualification (BANT/MEDDIC) • Outreach Strategy (LinkedIn, Email, Events) CRM Pipeline Management (Salesforce, HubSpot) • Sales Team Training & Enablement KPI-Driven Performance Management Key Account & Partnerships • Strategic B2B Account Management Channel Partner Development • Contract Negotiation & Client Retention Cross-Functional Stakeholder Alignment Customer Success & Experience Management • Customer Journey Mapping churn Reduction Strategies • Quality Assurance Frameworks Training & Development for Service Teams.
Industry Verticals:	1. Technology & Digital Solutions • IT Services & Software Development • SaaS (Enterprise & SMB-focused solutions) • E-Commerce Platforms (B2B/B2C) 2. Global Workforce Solutions • Staff Augmentation (Tech/non-tech roles) • Recruitment Process Outsourcing (RPO) • Outsourcing & Offshoring (BPO, ITES) 3. Customer Operations • Contact Center Operations (Omnichannel support) • Customer Experience (CX) Management 4. Commercial Trade - B2B Supply Chain & Logistics

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Work Experience

Company: Duration: Position: Responsibilities:	Lucerna-Tech - https://www.lucerna-tech.com/ May 2023 – To date Business Unit Head • Spearheaded end-to-end GTM strategy, from lead generation to customer lifecycle management, driving revenue growth. • Collaborated with Marketing, Product, HR/Talent acquisition and Operations to ensure BD supports their goals, from talent acquisition to Project delivery and Customer retention. • Built and optimized sales processes, including lead qualification (BANT/MEDDIC), CRM workflows, and outbound prospecting. • Developed sales playbooks, trained teams on lead nurturing, and executed multi-channel outreach (LinkedIn, email, events) and managed executive touchpoints. • Managed sales KPIs, funnel performance, and team mentorship to boost conversions and retention, and CRM governance for data-driven decision-making. • Led key account management, Commercials, Contract Negotiations, SLA Management.
Company: Duration: Position: Responsibilities:	Techliance - https://techliance.com/ September 2021 – August 2023 Senior Manager Sales Business Development • Global Sales & BD Operations: Directed revenue growth across US, Europe, and the Gulf, optimizing sales strategies for diverse markets. • Strategic Sales Funnel Development: Applied Miller Heiman's Strategic Selling methodology to enhance pipeline efficiency and conversion. • Team Leadership & Scaling: Managed high-performing inbound/outbound sales teams, driving prospecting, lead generation, and deal execution. • Multi-Channel Outreach: Spearheaded targeted campaigns via LinkedIn, email marketing, social media, and industry events to expand market reach. • Cross-Functional Collaboration: Partnered with global sales teams to refine outreach strategies and maximize customer engagement.
Company: Duration: Position: Responsibilities	Management & Business Excellence Consultancy – MNBEC June 2020 – July 2021 Business Development Lead – Virtual & Tech Advisory / SaaS Sales • Led end-to-end GTM strategy and market expansion across Pakistan, Middle East, and USA, driving new customer acquisition. • Conducted in-depth market research to identify growth opportunities and optimize sales pipelines. • Developed and executed targeted outreach initiatives, securing key clients in the manufacturing, retail and cosmetic industry. • Aligned product offerings with regional market demands to maximize adoption and revenue growth. www.mnbec.com, www.algoface.com

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Company: Duration: Position: Responsibilities:	<i>Arkhitech</i> - (https://www.arkhitech.com/) February 2019 – May 2020 <i>Business Growth Manager/Project Director</i> Sales & Marketing Operations Leader – B2B/B2C/B2B2C ○ Built and optimized sales processes, systems, and KPIs (MRR, ARR, churn rate, CLV) to drive revenue growth and customer retention. ○ Led market intelligence initiatives, tracking trends and competitor strategies to inform GTM decisions. ○ Managed SaaS product sales for POS solutions (howmuchpos.com, foodnerdpos.com) and e-commerce platforms (foodnerd.pk, howmuch.pk). ○ Spearheaded full sales cycle execution, from prospecting to closing, while aligning operations with market demands.
Company: Duration: Position: Responsibilities:	<i>Intersoft International (Pvt.) Ltd</i> <i>Nov 2017-May 2019</i> Head of Business Development ○ Led B2C sales and B2B channel partnerships, driving revenue growth and strategic alliances in competitive markets. ○ Built and mentored high-performance sales teams, implementing training programs to exceed targets. ○ Managed quality assurance and compliance for US energy deregulation, home security, and telecom sectors. ○ Directed contact center operations and tele sales for clients including Switch Energy and Frontier Energy, optimizing sales processes and customer acquisition.
Company: Duration: Position: Responsibilities:	<i>Premlinx Inc.</i> (www.premlinx.com) March 2013 – March 2017 Business Analyst – Global Logistics & Key Accounts ● Conducted business analysis & reporting to optimize logistics operations across OTR, rail, and air freight networks. ● Managed B2B channel partnerships and key accounts for global shipping clients, including IFS Industries, ONA Polymers, and Blue Star Cooking. ● Led end-to-end account management for international carriers, ensuring seamless logistics execution and client retention. ● Partnered with cross-functional teams to align supply chain strategies with business objectives. Key Clients: IFS Industries Inc., ONA Polymers Inc., Blue Star Cooking & Big Chill Appliances Inc.
Companies	

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Company:	IBEX Global – The Resource Group - www.ibexglobal.com Jan
Duration:	2007-Feb 2013
Position:	Business Analyst – Global Operations & Analytics
Responsibilities:	IBEX (www.ibex.co) The Resource Group (TRG) - Led business planning, performance analytics, and profitability reporting for executive leadership, supporting clients including AT&T, Afinity (SATMAP), I-Sky and e-telequote. - Designed operations performance dashboards, enabling data-driven decision-making for contact center optimization. - Directed quality assurance and compliance programs, elevating customer interaction standards and experience. (2007-2009) - Developed training programs to enhance team performance across sales and service operations. Key Clients: Afinity (SATMAP), E-Telequote, I-Sky, AT&T, TRG Customer Solutions, TRG Pakistan
Company:	Fatima trading company (2000-2006)
Position:	Head of operations
Responsibilities:	Directed end-to-end supply chain operations for wool, carpet yarn, and hand-knotted carpets, optimizing production and distribution. Led production management, ensuring quality control and efficient manufacturing processes. Oversaw sales operations, driving revenue growth through strategic market expansion and client relationships. Managed cross-functional teams to align procurement, production, and sales with business objectives.

Consulting Engagements

1. Business Strategy Consultant	ABM Infotech (Pvt) Ltd Apr 2023 - Aug 2023
✓ Developed business plan and growth roadmap for IT Staff Augmentation startup, aligning with market demands and scalability objectives ✓ Formulated go-to-market strategy for Lucerna-Tech's service offerings, establishing competitive positioning in tech talent solutions ✓ Designed operational frameworks to support business expansion and service delivery optimization.	
2. Professional Services Consultant	The GSS (OZI Group) May 2021 – July 2022
✓ Developed and executed Go-To-Market Strategy for Public Sector IT Projects ✓ End to end project management of government sector projects, RFQ/RFP processes and bid management.	
3. Business Consultant - Digital Solutions	
Omnicode Technologies (TrukIT Easy) Nov 2017 - Dec 2018	
✓ Spearheaded user experience strategy for TrukIT Easy's logistics SaaS platform, optimizing interface design and functionality	

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- ✓ Bridged technical and business requirements to enhance **product-market fit** for transportation management solutions
- ✓ Advised on **digital transformation** initiatives, aligning UX development with operational workflows and customer needs.

4. Customer Experience & Training Specialist

Shahroze Akram Enterprises | Oct 2017 - Feb 2018

- ✓ Designed and delivered **training programs** to enhance outbound sales performance and customer interaction quality
- ✓ Implemented **quality management frameworks** for telesales operations, improving conversion metrics
- ✓ Developed **sales training curricula** focused on communication techniques and customer engagement strategies.

Education:

Degree:	Masters in business administration
Institution: Year:	The Pak American Institute of Management Sciences 1995 – 1997

Certificates, Awards and Annual Tech Shows:

The Resource Group	• Best Performing Employee Award 2010. • Awarded for Loyal and Dedicated Services 2012.
Seamless Dubai 2019	Annual Tech Fair Participation 2019
Harbin University 2019, Harbin, China	China Cross-Border Ecommerce Workshop (Belts and Road Initiative)

Tools:

Management Tools:	Slack, Hubspot, Redmine, Mattermost, Asana, Appolo.io, Salesforce, LinkedIn Sales Navigator, Trello, Teamwork, Lusha, Contact Out, Zero Bounce, SalesQL
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Personal Information:

Personal Information	✓ Phone/WhatsApp: +92-300-9489706, +92-333-5006175 ✓ Email: yasirbinaslam@gmail.com ✓ LinkedIn: https://www.linkedin.com/in/yasser-bin-aslam-663a699/
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- ✓ References will be provided on request.