



MUHAMMAD ABDULLAH AL MUTI

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EXECUTIVE SUMMARY

- 18+ years of telecom and tech industry expertise, specializing in digital transformation, **product management**, mobile **payments ecosystem**, and alternate sales channel development through **strategic partnerships**.
- Spearheaded the successful launch of **10+ high-impact digital platforms** over the past decade, driving exponential growth and increasing **digital sales** share from 0 to 10x.
- 7+ years of experience in **business development** and **partnership management**, collaborating with **20+ local and international partners** in the telecom, technology, and payment sectors.
- Over 5 years of **leadership experience** with proven ability to lead high performing cross-functional teams in multi-cultural environments, fostering strong collaboration.

KEY SKILLS

Business Development | Strategic Partnership Management | Digital Payments | Digital Transformation | Product Life Cycle Management | Agile Project Management (Scrum) | Growth Hacking | Data Driven | Decision Making | Translating Business Needs into Product Features | eCommerce | Web & App Channel Development | Strategy & Planning | Team Leadership.

PROFESSIONAL EXPERIENCE

NewYou – A Digital Lifestyle Startup (Nov 2024 – Present)

Consultant, Product Management and Partnerships

- Building a fashion-tech super app for grooming, styling, and curated fashion services.
- Spearheading product vision and roadmap for a digital lifestyle hub addressing fashion, grooming, and self-branding challenges among Bangladeshi consumers.
- Leading the end-to-end product strategy and development of a digital lifestyle hub offering fashion consultations, grooming tutorials, virtual outfit trials, and curated shopping experiences.
- Building partnerships with stylists, fitness professionals, and fashion merchants to deliver on-demand lifestyle consultations and curated shopping experiences.

Meta, Singapore (August 2022 – August 2023)

Strategic Partnership Manager, South Asia, APAC

- Led the global first launch of Dynamic Partial Loan project with Grameenphone in Bangladesh, achieving 2X revenue growth and becoming the 3rd highest contributor in APAC.
- Implemented Facebook Flex program with Dialog, Hutch, and Airtel in Sri Lanka, contributing to an 800K incremental monthly active users (MAU).
- Executed digital payments integration projects for Facebook App with top telco partners in Bangladesh (Grameenphone, Robi, and Banglalink), resulting in a 20% increase in daily revenue.
- Launched native payment integration with JazzCash and Jazz in Pakistan, leading to a 40% increase in Jazz's daily monetization revenue.
- Executed airtime loan projects with Ufone, resulting in 2X growth in daily monetization revenue.

Grameenphone, Bangladesh (May 2017 – August 2022)

Head of Web, Payments and Global Partnership (DGM), Digital Channels

Managed a team of 20+ members, including direct and dotted-line reports, to drive digitization, growth, and

optimization by integrating in-house and third-party digital channels, transforming product offerings into a seamless, omni-channel experience for 85 million customers. Some of my notable achievements were –

- Owned P&L and end-to-end management of GP's core digital platforms including the main website, online shop, payment orchestration platform and global partner platforms.
- Delivered and managed life cycle of middleware payment orchestration platform, serving 180K+ daily transactions; reduced costs by 68%, improved uptime, and tripled digital revenue.
- Onboarded Meta and spearheaded the successful launch of Facebook AutoFlex & Discover, resulting in a monthly revenue of approximately BDT 50 million and the return of 2 million inactive customers.
- Launched digital eCommerce site (GP Shop 2.0), scaled to 35K monthly orders with full doorstep delivery and optimized UX flows.
- Led four strategic revamps and repositioning of GP website, driving 10X digital sales growth and achieving 1M+ monthly orders from the web & online shop.
- Shaped strategy and roadmap for self-service and sales journeys, digitizing 98% of customer interactions.

Grameenphone, Bangladesh (July 2016 – April 2017)

Lead Product Manager, Web & GP SHOP, Digital Channels

- Spearheaded the design-development of GP Website as a flagship Digital Distribution Channel, aiming to contribute 80% of the total digital sales.
- Successfully launched the first-ever full-fledged eCommerce website - GP Online Shop, generating over 30K orders per month.
- Pioneered the development of an eRetail platform for retailers, resulting in over 1 million successful app downloads.
- Led FlexiPlan App project, generating over a billion BDT in revenue annually, making it the top contributor in digital sales.

Grameenphone, Bangladesh (December 2011 – June 2016)

Product Manager, Web & 3rd Party Digital Distribution, Digital Channels

- Launched FlexiPlan Web - a revolutionary service for customers for making and activating own bundles/packs that generated BDT 100 Mn monthly revenue.
- Launched first ever mobile responsive website of Grameenphone, transforming it from an information-based website to sales focused digital channel.

Grameenphone, Bangladesh (February 2006 – November 2011)

Executive, Online Communication, Customer Management

EDUCATION

B.Sc. in Computer Science & Engineering (CGPA 3.62)
University of Asia Pacific, 2005

TRAINING / CERTIFICATIONS

- PMP Exam Preparation Course (continuing)
- Product Management Programme, Singapore Management University, 2024
- Certified Aware Leader (CAL 1), Scrum Alliance, 2020
- Professional Scrum Master (PSM 1), Scrum.org, 2020
- Certified Scrum Product Owner® (CSPO®), Scrum Alliance, 2019
- Design Thinking Nano Degree, UDACITY, 2018 Human Centred Design: An Introduction, University of California-San Diego, COURSERA, 2018
- Telenor Strategy Execution, Telenor Executive Program, INSEAD, 2017