

MUHAMMAD ABUBAKR

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PROFESSIONAL SUMMARY

Business development professional with expertise in corporate finance, relationship management, and business expansion strategy. Proven track record building stakeholder networks (50+ learners, 30+ technical partnerships), executing growth initiatives, and identifying market opportunities. Skilled in financial analysis, risk assessment, and strategic decision-making. Seeking to leverage corporate finance knowledge and entrepreneurial mindset to drive client acquisition and partnership growth in banking sector.

EXPERIENCE

Corporate Finance Instructor & Relationship Manager Preply Jan 2022 – Apr 2022

- Managed relationships with 50+ learners, identifying needs and delivering tailored financial education solutions
- Achieved 95% client satisfaction rate through proactive engagement and high-quality service delivery
- Delivered measurable value: 20% average grade improvement demonstrating client success and retention
- Customized learning paths for diverse client needs, improving engagement and product-market fit

Business Development & Commercialization Lead NUST Innovation Commercialization Project Sep 2021 – Jun 2022

- Identified market gap in Pakistan's innovation ecosystem and positioned commercialization opportunity
- Built strategic partnerships with 30+ technical students across engineering, CS, and natural sciences divisions
- Executed B2B go-to-market strategy using email campaigns, whitepapers, videos, and digital marketing channels
- Assessed market viability and competitive positioning for 30+ student-led innovation ventures
- Connected investors, mentors, and technical talent to accelerate business growth and ecosystem development

Business Growth & Market Expansion Wood Ventures Scaling Initiative Jun 2020 – Dec 2021

- Identified market opportunity and scaled business from local operations (5 rupees/kg) to regional truck-load distribution
- Analyzed customer demand, market conditions, and competitive positioning across geographies
- Optimized pricing strategy and cost structure, achieving 20% profit margin improvement
- Built distribution networks and client relationships supporting 3x+ revenue growth
- Evaluated expansion ROI and capital requirements for profitable scaling

FINANCIAL MODELING & ANALYSIS CAPABILITIES

Advanced Financial Forecasting & Valuation

- Built 3-year integrated financial models (DCF, NPV, sensitivity analysis) for investment evaluation
- Assessed capital allocation decisions, expansion scenarios, and profitability across different market conditions
- Developed scenario models (base, upside, downside) for comprehensive risk and opportunity assessment
- Utilized Python and Excel for advanced forecasting (ARIMA), enabling data-driven business decisions

TECHNICAL SKILLS

Business Development

- Market Analysis
- Client Relationship Management
- Partnership Development
- Go-to-Market Strategy

- Growth Strategy
- Competitive Analysis
- Customer Acquisition

Financial Analysis

- Financial Modeling
- DCF Valuation
- Risk Assessment
- Capital Allocation
- Forecasting
- M&A Analysis
- Business Case Development

Tools & Software

- MS Excel (Advanced)
- Python
- Google Analytics

CORE COMPETENCIES

- Strategic Thinking
- Client Relationship Management
- Market Intelligence
- Business Case Development
- Financial Analysis
- Negotiation & Influence
- Leadership & Teamwork
- Communication
- Problem-Solving
- Entrepreneurial Mindset
- Islamic Finance Knowledge

EDUCATION & PROFESSIONAL DEVELOPMENT

National University of Science and Technology (NUST), Islamabad | 2018 – 2022

Bachelor of Accounting and Finance

Kulliya Tus Shariah – 4-Year Aalim e Deen Program (Islamic Theology)

Jamia Tur Rasheed, Karachi | Jun 2022 – Feb 2026 | Specialized in Islamic Finance

CERTIFICATIONS & TRAINING

- Google Analytics (Coursera)
- Python for Everybody (Coursera)
- MS Excel: Beginner to Advanced (Udemy)

LANGUAGES

Urdu (Native) | English (Fluent) | Arabic (Intermediate)