

MUHAMMAD USMAN

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EXECUTIVE PROFILE

International education leader with over a decade of experience in global student recruitment, university partnerships, and international education consulting. Currently serving as **Country Director – Pakistan at UAPP (University Application Portal)**, leading national initiatives to connect Pakistani students with international universities and expand access to global higher education.

MBA-qualified professional with expertise in strategic partnerships, international admissions guidance, and higher education marketing. A **British Council certified UK Agent and Counsellor**, committed to ethical student recruitment and strengthening collaboration between students and international universities.

CORE EXPERTISE

International Student Recruitment • University Partnerships
Global Admissions Consulting • Higher Education Marketing
Strategic Business Development • Student Mobility Programs
Team Leadership • Customer Relationship Management

PROFESSIONAL EXPERIENCE

Country Director – Pakistan

UAPP – University Application Portal, UK

Jun 2024 – Present

- Lead national student recruitment strategies and operations in Pakistan.
- Develop partnerships with international universities and institutions.
- Manage networks of education consultants and academic collaborators.
- Organize recruitment events, seminars, and student engagement initiatives.

Country Director

SMS Higher Education Group UK

Apr 2022 – Jun 2024

- Managed international student recruitment and university partnerships.
- Guided students through global admissions and education pathways.

Director of Customer Service

Supra BPO

Jun 2020 – Apr 2022

- Led customer service operations, recruitment, and staff development.
- Implemented service improvement strategies and operational processes.

Earlier Roles:

Retail Sales Manager – Al Badar Group

Manager Operations & Business Development – Altaqwa Properties UAE

EDUCATION**MBA – International Business**

Cardiff Metropolitan University

Postgraduate Diploma – International Business

London School of Commerce

LICENSES & CERTIFICATIONS

UK Agent & Counsellor Certification – British Council (Valid until May 2026)

Study UK: Preparing for Work – British Council & GREAT Campaign (2026)

Study UK: A Guide for Education Agents – British Council (2025)

Managing Your Wellbeing When Studying in the UK – British Council & Newcastle University (2025)

Sales Management Certification – HubSpot Academy (Valid until Jun 2026)

British Council Code of Conduct Acceptance

LANGUAGES **English** – Professional Proficiency **Urdu/Punjabi** – Native