

ASIM MIRZA

Executive role in the digital domain

+447377448577

www.linkedin.com/in/asimmirza

asim.mrza@gmail.com

UK & Qatar



EXPERIENCE

Director of Client Affairs

Qatar Financial Centre (QFC)

12/2017 - Ongoing Doha, Qatar

Driving Foreign Direct investment in the State of Qatar

- Built and led post licensing value proposition for all QFC Clients
- NPS shift of 33 points to 73 in 2 years
- Developed and lead the digital post licensing experience
- Created a client promotion and business platform to generate new business opportunities and new revenue streams for clients and the QFC

Director of Customer Experience and Operations

Vodafone

07/2015 - 12/2017 Qatar

Global Telecoms Leader

- Creating and delivering a customer and digital-centric function transforming how the customer engages Vodafone and how we use digital capability to transform our internal capabilities
- Leading a global customer experience program developing leading best practice to become truly differentiated by customer service, brand loyalty and emotional engagement - Best Improved OPCO in NPS in 2 years across Vodafone Group
- Leading a large, multisite frontline organization delivered through partner management and maintaining a high level of employee engagement

Head of Commercial Operations

Vodafone

12/2012 - 07/2015 Doha

Global Telecoms Leader

- Design and implement a BIG DATA platform unifying the sales and distribution network for Prepaid sims and recharge cards in real-time for Vodafone Qatar including real-time registration

ACHIEVEMENTS

Set Net Promoter Score records in 2 organisations

Customer promotion is our purpose and to deliver this is at all levels is for me a true form of success

SUMMARY

Asim has lead commercial and customer focused transformations in 2 leading organisations driving both customer satisfaction and commercial return. Asim is a proven leader with the skills to operate in both a digital and people based environment.

EDUCATION

MBA Finance

The University of Manchester

01/2002 - 12/2005

Digital Transformation and Innovation

INSEAD

01/2017 - 12/2017

Political Science International Relations and Affairs

Staffordshire University

01/1994 - 12/1997

INDUSTRY EXPERTISE

Telecoms

Financial Services

Customer Experience

Digital Transformation

ACHIEVEMENTS



Creating Digital Innovation

Digital is not about buying the next box of tricks. Its about making the organisation work towards a purpose in a digital culture.

SKILLS

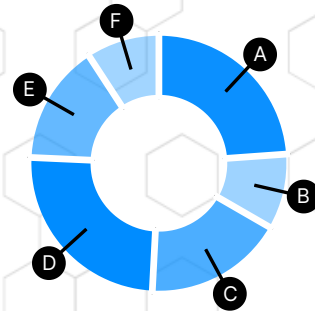
People Leader Business Process Improvement

Digital Transformation Customer Experience

Change Management Data and Analytics

Digital Innovation

MY TIME



- A** Developing future generations
- B** Coaching & Development
- C** Mental sharpening
- D** Fitness
- E** Spiritual Enlightenment
- F** Current Affairs