

# MUGHEES AHMED

+92 314 5803845 | [mugheesarif002@gmail.com](mailto:mugheesarif002@gmail.com) | Islamabad, Pakistan

LinkedIn: [linkedin.com/in/MugheesAhmed-PM](https://www.linkedin.com/in/MugheesAhmed-PM)

Portfolio: [mugheesahmed-portfolio.vercel.app](https://mugheesahmed-portfolio.vercel.app)

BS Mechanical Engineering – Air University, ISB

---

## PRODUCT MANAGER | AI, TELCO, DIGITAL PRODUCTS

Product Manager with proven experience scaling AI-powered and telecom products to 43M+ users. Expert in end-to-end product lifecycle, growth strategy, monetization, and AI integrations (LLMs, RAG, Voice Bots). Strong track record of driving user growth, revenue, and engagement across B2C and VAS ecosystems.

---

## PROFESSIONAL EXPERIENCE

### Product Specialist — Switch Communications | Dec 2025 – Present

- Drove end-to-end lifecycle of BaKhabar Kissan across Jazz, Ufone, and Zong, managing product strategy, growth, and monetization
- Led AI initiatives (RAG-based LLMs, voice bots, chatbots) improving automation and user engagement at scale
- Implemented digital wallet integrations with JazzCash and Easypaisa, increasing transaction success rate and boosting CLV and retention
- Managed day-to-day operations, queries, and service growth for Bakhbar Kissan's 25 million unique users across all tenants.

### Product Manager (AI, VAS, DVAS) — Planet Beyond | Jun 2025 – Dec 2025

- Launched Pakistan's first AI Agri Bot, targeting 13M+ users with advisory, weather, and market intelligence
- Built and scaled AI Islamic Bot for conversational religious guidance
- Led ROX AI Bot serving 43M+ users nationwide
- Managed VAS portfolio (CricAlerts, Football Alerts, QuizWiz, Rozgar, Taleem, Drama Station)
- Delivered mobile apps (NewsFlick, Al-Noor, Sports HQ) from ideation to scale across Zain & Etisalat
- Improved content performance and UX for Jazz Tamasha & SIMOSA platforms

### Product Executive — Switch Communications | May 2024 – Jun 2025

- Grew Khushal Zamindar (30%), Zarai Market (23%), Khushal Angan (23%), Mosami Service (10%)
- Increased DAUs by 40% and MAUs by 35% via acquisition and product improvements

- Increased client retention by 15% via telecom solutions (IVR, USSD, SMS)
- Boosted operational efficiency by 18% and ensured 95% on-time delivery

## Earlier Experience

- Project Manager - Utilities — Crescent Textile Mills Jan 2023 – Feb 2024
- R&D Engineer — NESCOM x Shocks & Stars Sep 2021 – Sep 2022
- Intern — Fauji Fertilizer, NUST EME

---

## CERTIFICATIONS

- IBM Product Owner Capstone
- Aha! Product Management Professional
- Microsoft Generative AI Essentials
- IBM Introduction to AI

---

## KEY ACHIEVEMENTS

- Built and scaled Pakistan's first AI Agri Bot, targeting **13M+ users** with AI-driven advisory and market intelligence
- Led growth of **13+ VAS products** for Telenor (including Khushal Zamindar, CricAlerts, QuizWiz), driving large-scale user engagement
- Converted **500K+ legacy VAS users to digital (DVAS)**, accelerating digital adoption and improving user experience
- Led ideation and development of **Sports HQ**, an all-sports app for Zain Telecom from concept to launch
- Built the **world's first AI Islamic Bot** for a UK-based client, enabling scalable conversational religious guidance
- Contributed to the development and growth of **high-performing digital products**, including Al-Noor, NewsFlick, and All-Outs

---

## SKILLS

### Product & Growth

Product Strategy | Roadmapping | Growth | Monetization | A/B Testing | User Acquisition | Retention

### AI & Technology

App Development | Web development | LLMs | RAG | AI Chatbots | Voice Bots | APIs | System Design | Data-driven Decision Making

### Tools

Jira | Confluence | ClickUp | Figma | Slack | MS Project | Excel | Miro | SQL | Python (basic)