Emad Ahmed Mir

Email: emad.ahmedmir@gmail.com; **LinkedIn:** Emad Ahmed Mir

Education

Judge Business School, University of Cambridge, UK 2026 - 2027
Reading for Master of Business Administration degree
Cambridge MBA Distinction Scholarship Recipient

Lahore University of Management Sciences, Lahore, Pakistan 2017 - 2021
BSc Economics & Politics, Dean's Honor List (2020)

Professional Experience

BRITISH AMERICAN TOBACCO (BAT), Sargodha, Pakistan Jun 2024 - Jul 2026
Leading Fortune 500 MNC operating in 180 countries worldwide
Area Marketing & Sales Manager
- Delivered GBP *2.9Mn* in FY'25 revenue by leading a high-performing team of *6* across *7* markets
- Drove *25%* growth in BAT's Model Oral Category, using data-driven insights and localized product strategy
- Generated *5.6Mn* additional sales volume through rollout of 4 FMC campaigns across *10.4k+* retail outlets using localized, fit-for-purpose rollout playbook

Area Brand Executive, Vapor, Dubai, United Arab Emirates May 2023 - Jun 2024
- Established product roadmap for Vapour category across *9* countries in Middle East, North Africa & Central Asia
- Delivered NTO of *GBP 7.4Mn* with *~4Mn* devices sold in FY '23; Achieving *2x* increase in Active User base
- Accelerated lead time of *11* projects by *6* weeks by overhauling New Product Initiative & Lifecycle workstream

Brand Deployment Executive, New Categories, Islamabad, Pakistan May 2022 - May 2023
- Spearheaded product launch of VUSE, the Global #1 Vaping Brand, across *6* major cities in Pakistan
- Executed *GBP 3.2Mn* worth of brand activations & executions; Obtaining *~21%* Share of Category by FY 24
- Attained *291k* consumer contacts across *1865* outlets by developing a robust Consumer Engagement Program

TELENOR GROUP - EASYPAISA, Islamabad, Pakistan Aug 2021 - May 2022
Pakistan's leading fin-tech; Part of Telenor Group
Management Trainee, Digital Marketing
- Achieved *51%* increase in paid self-app activations through focus on conversion campaigns in Q3 '21
- Decreased Y.O.Y Cost Per Install (CPI) from *$0.28* to *$0.24* in 2021 whilst increasing cost efficiency
- Launched Pakistan's first ever mobile banking Fraud Awareness campaign in Q3; garnering *11Mn* impressions over *17* TV Channels, resulting in *40%* decrease in reported fraudulent transactions

Projects and Achievements

AI AGENT DEVELOPMENT
Workflow Optimization Mar 2025 - Present
- Leveraged tools such as Claude Code & Codex to develop personal AI agents, enhancing workflow optimization
- Developed Investment Portfolio Analysis agent managing personal investment fund, resulting in *+12%* YTD ROI
- Utilized AI tools in developing fit-for-purpose monthly fitness plans for *7* clients across *3* countries

LUMS FOOTBALL CLUB **Lahore, Pakistan**
Club Captain Mar 2020 - May 2021
- Elected youngest-ever Vice Captain in University history, followed by unanimous election as Captain next year
- Won *6* local and inter-city university tournaments in *4* years; received "Best Player" award in 2019-20
- Conducted daily training sessions for *32* squad members; trained *~12* hours per week

Additional Information

- **Languages:** English (fluent), Urdu (Native), Punjabi and Pushto (Conversational)
- **Technical:** SQL (Intermediate), Python (Intermediate), AI Agent Development, Workflow Optimization, Google Analytics, MS Office
- **Certifications:** BAT Leading Managers, Anthropic AI Fluency: Framework and Foundations
- **Interests:** Football, Travel, Music Production