

SYED MAAZ SAIF

maazsaif@outlook.com | +92-306-5806264 | Islamabad, Pakistan

[syedmaazsaif.com](mailto:maazsaif@outlook.com) | [linkedin.com/in/syedmaazsaif](https://www.linkedin.com/in/syedmaazsaif)

SUMMARY

Product Manager with 6+ years building and scaling consumer subscription products from concept to PKR 100M+ (~USD 350K+) in monthly recurring revenue. End-to-end ownership across business case design, partner selection, commercial negotiation, technical delivery, and post-launch growth. Currently driving product and commercial strategy for a live GenAI voice product — reduced per-query AI compute cost by 96% (USD 0.027 to 0.001) and response latency by 50% (40s to 20s) through architectural decisions defined at the product level. Strong record translating ambiguous market opportunities into roadmaps, funnels, and measurable outcomes.

EXPERIENCE

Senior Platform & Partnerships Consultant — Viamo

Remote | Mar 2026 – Present

GenAI voice product accessible via shortcode dialing — serves emerging-market users without internet access.

- Own product and commercial strategy for a live GenAI voice subscription product, including pricing tiers, acquisition funnel, and partner-led distribution across four mobile operators
- Defined the AI architecture requirements that reduced per-query compute cost by 96% (USD 0.027 to 0.001) and response latency by 50% (40s to 20s) — unlocking unit economics for scale
- Built 12-month subscription and freemium business case models across four growth scenarios, defining bundle pricing, activation funnel, and CAC payback assumptions
- Restructured user acquisition channel mix; identified underperformance in the existing acquisition partner and proposed a self-managed model to reduce CAC and remove single-vendor dependency
- Led commercial negotiations and revenue-share structuring with four enterprise distribution partners (Jazz, Zong, Ufone, Telenor), plus regulatory licensing with the national telecom authority
- Developed product roadmap, bilingual user research instruments, and partner-facing product narratives used in B2B2C deployment discussions

Assistant Manager — Digital Product & Governance — Mobilink Microfinance Bank

Islamabad | Jan 2025 – May 2025

- Owned digital product integrations on the Dost mobile banking app, partnering with fintech providers to expand digital payment flows
- Led UAT and end-to-end delivery for FPIN authentication; redesigned onboarding and conversion flows to improve activation funnel performance
- Built product KPI tracking and feature prioritization framework that translated funnel data into the engineering roadmap

Product Manager — Digital Products — China Mobile Pakistan (Zong)

Islamabad | May 2022 – Jan 2025

Owned the consumer digital portfolio (subscription gaming platform, in-app bundles, carrier billing) — PKR 100M+ (~USD 350K+) in monthly recurring revenue.

- Identified mobile gaming as an underserved subscription opportunity in a 180M-user market; built the business case that launched a new esports subscription platform
- Authored the RFP, ran structured vendor evaluation against commercial and technical criteria, and led negotiation of final commercial terms with the selected platform partner
- Scaled the platform from PKR 2M to PKR 12M (~USD 7K to 43K) monthly recurring revenue — 6x growth — through pricing iteration, bundle optimization, and lifecycle campaigns
- Launched a category-specific subscription bundle that scaled to PKR 14M (~USD 50K) monthly, becoming a top-performing product in the portfolio
- Produced a flagship live esports tournament that set a national engagement record — 26,000+ participants, 1,300+ teams, competitors from 6 countries, and 390K video views on the final
- Designed and ran multi-channel growth campaigns (SMS, push, social) reaching 44M+ users with an 11% bundle conversion rate; iterated retention and lifecycle programs based on cohort analysis

Product Owner — Digital Services — China Mobile Pakistan (Zong)

Islamabad | Dec 2019 – May 2022

- Owned product backlogs and requirements across the digital services portfolio; translated commercial objectives into engineering specifications and release plans
- Ran the campaign performance feedback loop across ATL and BTL channels, working with creative and media partners to improve acquisition and engagement metrics
- Established product performance reporting that drove cross-functional iteration on conversion and service-level outcomes

SKILLS

Product & Delivery: Product strategy, roadmap planning, Agile delivery, backlog management, UAT, KPI definition, funnel analysis, A/B iteration

Growth & Monetization: Subscription pricing, bundle design, activation & retention funnels, user acquisition, CAC modeling, lifecycle campaigns, cohort analysis

Commercial & Partnerships: B2B2C partnership development, revenue-share modeling, commercial negotiation, regulatory licensing, RFP design and vendor selection

GenAI & Emerging Markets: Voice and IVR product, GenAI cost and latency optimization, emerging-market user research, bilingual product design, low-connectivity UX

Analytics & Tools: Excel financial modeling, business case design, stakeholder reporting, dashboarding

Domain Expertise: Telecom and MNO, Fintech, Esports and Gaming, Mobile VAS, Digital Platforms, Emerging Markets

EDUCATION

Bachelor of Business Administration (BBA) — SZABIST, Islamabad — Jan 2019

CERTIFICATIONS

Project Management Specialization — LUMS — Sep 2025