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## **Nawab Tanweer Ahmad**

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### **SUMMARY**

Associated with eCommerce and Online shopping industry, having a Computer Systems Engineering degree and 14 years plus experience in Managing Taxonomy/Content Data & Catalog creation for Distributors, Manufacturers and Online Shopping giants like BestBuy, SP Richards, Wal-Mart and Ingram Micro (USA and Europe). Aiming to 100% Customer Satisfaction as a priority delivered multiple projects that increase production rate up to 40%, saving 100s of man hours, reducing error rates up to 50% and yielding increased revenue for the company. Created new domains and categories that added new multi-million dollar customers to the company. Proud to be part of a team that helped build a 25 employees company to become a 400+ employees company.

#### **Core competencies include**

Project Management, Team Management, Taxonomy Management, Product Management, Content Management, Operations Management, Team Leadership, Market Analysis, Catalogue Specialist, Project Planning, Business Analysis, Customer Support, Employee Training, Customer Satisfaction, Quality Control & Assurance, Proposal Writing.

### **PROFESSIONAL EXPERIENCE**

#### **GfK Utilize • Karachi, Pakistan • May 2011 till Present**

*GfK Utilize is the largest e-Commerce distribution network in the world today, providing product data to more customers in more countries than any other data provider of Information Technology, Consumer Electronics and Office products.*

##### *Master Taxonomy Engineer*

- Managed team of 15 members for restructuring 50+ categories for taxonomy and templates that results in a 40% increased production, saving man hours and yielding increased revenue for the company.
- Delivered Office Supplies project to SP Richards (USA) by creating a new domain of Office Stationary, Supplies & Equipment and 100+ customized templates that added a million dollar customer to the company.
- Performed Category Required Market Analysis that results in the creation of new industries and categories for White Goods broadening the industry coverage and increasing the product pool by 100%. With 98% on-time delivery without compromising the quality.
- Delivered taxonomy integration, customized content, import/export system to the largest Consumer Electronics retail store “Best Buy (USA)” under tight deadlines with 100% product accuracy.
- Maintained standardization of 200+ templates including Coded Values and Parameterized Data that compliance to global standards, also maintaining production quality by daily monitoring the published content and data imported to the customer.

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- Created and maintained 100+ Technology Documents to help provide an understanding of different technologies to production team that helps 50% gain in the training process and saving man hours.
  - Created and regularly updated Standards Documents for 200+ categories to maintain the production quality to 100% as per industry standards and meeting the benchmark for customer satisfaction. Resulting in an increase in customer's online sale.
  - Performed Data Analysis of 100+ categories for quality comparisons with competitors on a regular basis.
  - Provided solutions for better Search Results and improved 'One Line Descriptions' that results in increased web traffic by 10% to 15%.
  - Pre-sales support by doing competitor/gap analysis and market trends for 10+ customers to increase online sales by web layout designing and re-engineering.
  - Responsible for creation and maintaining of the Cross/Up Sell for more than 400 categories belonging to Information Technology/Consumer Electronics domain.
  - Managed Night Shift prototype project with 50+ employs that result in a 40% increase in production rate remaining within the present infrastructure. The Company is now successfully running a night shift.
  - Provided keyword search for 100+ categories for Office Supplies in a 2 days tight deadline.

**GfK Etilize • Karachi, Pakistan • September 2003 till May 2011**

*Product Group Expert*

- Trained more than 200 resources in groups/individual on Technology/Template/Search/Data Acquisition & Extraction to perform content production efficiently with maintaining overall quality.
- Ensure the delivery of quantity and quality of data produced and meet the conformance with production schedule and quality guidelines.
- Coordinate with Production & Support Manager (PSM) the production schedule, Category, Manufacturer and SKU (product) priorities set by the customer.
- Communicate work prioritization and assign work schedule to TKEs (Technical Knowledge Engineer).
- Suggest, recommend and approve Taxonomy and template changes.
- Constantly monitoring and mentoring TKEs to produce the desired quantity without compromising on quality.
- Conduct research on the latest technologies and products under assigned categories and perform concurrency checks on published product data.
- Interviewed & Recruited resources to work on existing & newly created Domain.

*Projects*

BestBuy, Nimax (AIDC-POS), Walmart, SP Richards, Ingram Micro US & Europe, Calumate, ADI, Amazon, Newegg, Staples, NextGen, EnCodex

**EDUCATIONAL ATTAINMENT**

**NED University of Engineering and Technology • Karachi, Pakistan**

*Bachelor of Engineering, Computer Systems*