



Nisar Ahmed Khan

Digital Product Manager / Digital Transformation / Project Management

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Growth focused leader with 20+ years of international experience in developing digital & mobile products for global e-commerce customers. Managed a digital portfolio worth 4B USD in revenue with 100K customers across 120 countries.

- Experienced with leading high-performing teams in collaboration with IT and cross-functional partners to articulate a clear product vision, strategy and a roadmap that delivers business results.
- Expert in onboarding processes, cross-functional leadership, and customer-centric design thinking. Skilled at defining product vision, roadmaps, and success metrics while aligning business objectives with user needs.
- Skilled at leveraging data and analytics to develop OKRs and success metrics that balance customer impact with business objectives

Specialties:

Digital Transformation	Strategy Development	Cross-functional Leadership	Project Management
Innovation	Commercial Analysis	Customer Centric Design Thinking	Data Analytics

EXPERIENCE

Mar 2018 to
Present

FedEx Express Digital Product Marketing Manager

Led a cross-functional team of highly skilled professionals in delivering digital products and solutions for Europe, Middle East, Latin America and India regions.

Product Management & Strategy: Spearheaded the roadmap and execution of a global B2B SaaS shipping portfolio across 100+ countries, generating \$4B in annual revenue. Collaborated with business partners to prioritize features using data-driven insights, established success metrics to enhance customer experience and reduce costs, and developed Tableau dashboards to track performance and drive strategic decisions.

Data Analytics & Project Management: Led the cloud adoption project by migrating customers from legacy desktop applications to the new online platform. Built Tableau dashboards to monitor product performance, track KPIs, and inform data-driven decisions. Achieved 90% migration target within 24 months.

Business Development: Led Sales transformation by training sales executives and developing a customer onboarding strategy and execution with the account close process. Created a self-served customer onboarding portal with training videos, key information, service dashboard and key support resources. Delivered 12 Million USD in annual sales revenues.

Mobile e-Commerce app: Rolled-out the FedEx Delivery Manager (FDM) a mobile web application offering convenient delivery options to recipients. Developed regional reporting dashboard and communicated delivery management KPIs to cross-functional stakeholders. Grew the adoption of the platform to 15 countries in the region, that resulted in a 43% increase in the e-commerce business vertical.

Digital Transformation Enterprise SaaS: Spearheaded the digital transformation of the aviation vertical by conducting user research, collaborating with cross-functional stakeholders to deliver a user-friendly SaaS application. Transformed manual business processes into an automated customer journey. This system successfully enabled online FedEx services for aviation customers like Emirates, Etihad and Fly Dubai resulting in US\$14M in annual revenue

May 2007 to Mar
2018

FedEx Express

Customer Integration Manager

Facilitated launch of some of the largest online business portals in the middle east.

E-commerce supply chain solution development: Developed an integrated shipping platform for the top eCommerce portals in the Middle East leveraging FedEx APIs establishing a strong foundation for FedEx as an integration friendly carrier in the ME region. examples include (noon.com, hudabeauty.com, lens.me, [Emirateshighstreet.com](https://www.emirateshighstreet.com))

Customer Integration: Spearheaded the development of cloud based enterprise SaaS application, that delivers an integrated shipping customer journey from shipping, tracking and billing . This system successfully enabled online FedEx services for their enterprise customers staff resulting in millions of dollars in annual revenue.

Cross-functional stakeholder management: Achieved organizational goal of 95 % migration of customers to online channels within three-years from 40%. Leveraged automation data analytics to develop key performance indicators. Led a cross-functional action team to grow customer adoption of the FedEx software tools, resulting in annual cost saving in excess of US\$ 2.5M.

Sales Support and Business Development: Delivered an integrated warehousing and fulfillment platform targeted towards the Gulf industry Aviation vertical that enhances the delivery of aircraft parts to remote locations for emergency AOG (Aircraft on Ground) operations. The solution enhanced visibility of supply chains and streamlined clearance allowing airlines to measure turnaround times and identify bottlenecks. The project resulted in reducing Aircraft on Ground (AoG) downtime by 50%.

Sep 2000 to Aug
2007

FedEx Express

Customer Technology Consultant

Project Management: Managed e-government initiative with the Roads and Transport Authority (RTA) allowing the renewal of driving licenses online. The project was executed in collaboration with IBM and involved the integration of their Oracle CRM with FedEx Web Services. This project resulted in a significant 40% increase in back-office workforce productivity.

Service Desk Management: Facilitated evolution of a basic helpdesk function into a fully-fledged Service Desk by applying ITIL best practices such as the introduction of incident management, escalation procedures, knowledge base, and KPIs to improve performance.

App development: Managed development of a web-based address management database application. This system accelerated the delivery of local shipments for customers with large shipping volumes that frequently ship using incorrect addresses by recording correct delivery destinations and business hours for repeat shipments. The project significantly improved delivery efficiency from five to two days and increased customer satisfaction.

EDI Integration and Data Governance: Delivered EDI integration with Dubai Customs Al Mersal Portal. FedEx was one of the first carriers to automate import clearance through messaging links with the Dubai Ports & Customs Authority.

EDUCATION

2018 to 2018

Massachusetts Institute of Technology

MIT Entrepreneurship & Innovation

A specialized course on entrepreneurship and Innovation

2007 to 2009

Maryland Griggs University

MBA

MBA - Master of Business Administration

1993 to 1996

University of Pune

Bachelor of Computer Science

BS Computer Sciences

SKILLS

Leadership: IT Strategy, branding, P&L, Stake holder management, cross-functional leadership, Entrepreneurship, Vendor Management, Business Analysis, Management, IT Management, Team Leadership, CRM, MS Project, Business Development, Consulting, Business Intelligence, Customer Relationship Management (CRM), Logistics, E-commerce, Supply Chain, Management Consulting.

Project Management: Project Management, Business Planning, Business communication, RACI, Program Management, PMO, PMP, Process Improvement, Data Analytics.

Product Management: Digital Product Management, , eCommerce, product development, technology, tech, innovation, Disruption, customer experience, supply chain, logistics, startup, Entrepreneur, Business, Integration, Service Delivery, Customer Experience, E-commerce.

Digital Technology: Digital marketing, digital transformation, ITIL, Software Project Management, software engineering, , Cloud Computing, Enterprise Architecture, DevOps, Software Development, Network Infrastructure, Enterprise Software.

CERTIFICATIONS

April 2024	Design Sprint Certification AJ & Smart, Berlin
February 2024	Workshop Facilitation Master AJ & Smart, Berlin
April 2021	Certified SAFe® 4 Practitioner Scaled Agile, Inc.
March 2019	Customer Centric Design Thinking FedEx, Memphis
June 2018	Quality Management Expert (Six Sigma) ASQ - American Society for Quality
May 2009	Project Management Professional - PMP Project Management Institute,
March 2008	ITIL - IT Information Library Office of Government Commerce, London