

# Syed Hassan Osaid

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## SUMMARY

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Strategic growth and business development leader with 10+ years of experience driving revenue expansion, partnerships, and operational performance across B2B organizations. Proven ability to identify new market opportunities, build strategic relationships, and collaborate cross-functionally to close high-value deals. Currently pursuing a Master's in Marketing Analytics at DePaul University, combining commercial expertise with data-driven decision making to accelerate business growth.

## EXPERIENCE

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### Softcino LLC

Chicago, IL

#### *Intern - Marketing Strategies*

*April 2026 – Present*

- Conduct market research and data analysis to support data-driven marketing initiatives and campaign performance
- Support social media strategy and communicate insights to align marketing efforts with business objectives
- Gain hands-on experience in a digital transformation consulting environment, building expertise in U.S. market practices and client engagement

### Soft Fellow SMC Pvt Ltd

Karachi, Pakistan

#### *Senior Vice President – Business Unit*

*January – December 2024*

- Led strategic initiatives focused on **mobile application development solutions for SMEs across the U.S. market**
- Identified growth opportunities and aligned business strategy to expand service adoption within target segments
- Directed cross-functional teams (sales, product, delivery) to execute client projects and improve operational efficiency
- Built and maintained stakeholder relationships, ensuring alignment between client requirements and delivery outcomes

#### *Vice President – Business Unit*

*May 2023 – December 2023*

- Supported execution of growth strategies for mobile development services targeting SME clients
- Collaborated with internal teams to improve delivery processes and enhance customer experience
- Assisted in identifying new business opportunities and strengthening client engagement

### Abtach Pvt Ltd

Karachi, Pakistan

#### *Assistant Vice President – Solution Sales*

*July 2022 - May 2023*

- Drove business development for a **wholesale B2B digital platform serving clients across the U.S., China, and broader Asian markets**
- Identified and pursued new market opportunities, expanding global client reach and platform adoption
- Built and managed strategic client relationships across multiple geographies
- Partnered with product and delivery teams to align platform capabilities with client requirements and close deals

#### *Manager – Business Development*

*April 2020 – June 2022*

- Led B2B sales and growth initiatives for international markets, focusing on platform adoption and client acquisition
- Strengthened client retention by aligning services with evolving customer needs across global markets
- Collaborated cross-functionally to deliver customized solutions for enterprise and mid-sized clients
- Supported development and positioning of platform-based services to enhance market competitiveness

### Cubix Inc

Karachi, Pakistan

#### *Assistant Manager - Business Development*

*May 2019 - March 2020*

- Led product strategy initiatives for **mobile application development projects serving SMEs and mid-sized companies across the Middle East**
- Identified and developed new business opportunities across digital and mobile solutions
- Supported deal execution by aligning client requirements with product and development teams

#### *Senior Executive – Product Strategy*

*Apr 2013 - Oct 2020*

- Translated client requirements into scalable mobile product solutions, collaborating with design, engineering, and sales teams to develop proposals and secure new business
- Improved product-market fit by aligning development initiatives with regional customer needs and market expectations

### **EDUCATION**

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**DePaul University, Kellstadt Graduate School of Business**  
*Master of Science, Marketing Analysis*

Chicago, IL  
*in-progress*

**University of Sindh**  
*Bachelor of Science in Computer Science*

Jamshoro, Sindh  
*April 2013*

### **RELEVANT PROJECTS**

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#### **Retail Analytics – Walmart Planogram Optimization (ShopperMX)**

- Conducted virtual shopper research (n=900) using ShopperMX to analyze in-store behavior and purchase drivers
- Applied ANOVA, regression, and cluster segmentation to identify high-value customer segments
- Optimized shelf placement strategy (eye-level positioning, brand blocking, additive split)
- Result: Improved category performance (+1.3% sales, +1.8% units)
- Insight: Premium/add-on products drive higher spend among younger, smaller households

#### **Brand & Consumer Insights – Constellation Brands (Corona)**

- Analyzed consumer sentiment and brand perception using text and survey data
- Identified key drivers of brand equity, including consistency and taste perception
- Developed persona-based insights (e.g., “Ritualist” vs “Wellness Seeker”) to guide positioning strategy
- Recommended messaging shift toward consistency (“Perfect Every Time”) to strengthen brand trust

### **ADDITIONAL**

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#### **Certifications**

- Diploma in Digital Marketing — Pakistan Institute of Management
- User Experience (UX) Certification — Udemy

#### **Skills**

- **Analytics & Tools:** Excel, SPSS (regression & data analysis), Tableau, Python, MAXQDA (text analysis), ShopperMX
- **Research & Data Collection:** Qualtrics (survey design & analysis), IRMA
- **CRM & Business Tools:** Salesforce, HubSpot, CRM & ERP systems, Tableau
- **Product & Collaboration Tools:** Jira, Figma, Microsoft Teams
- **Productivity Tools:** Microsoft Office Suite (Word, Excel, Outlook)