

# MZ Mustafa

Bournemouth, UK | [mustafa\\_mz@outlook.com](mailto:mustafa_mz@outlook.com) | +44 7840 509 840 | [LinkedIn](#) | [Github](#)

## PERSONAL STATEMENT

Technical leader combining product management and engineering expertise. Skilled at product strategy, cross-functional team leadership and driving sustainable growth. Proficient in utilizing emerging tech in SaaS, AI, data analytics, low-code and RPA to drive product success. Skilled at building and leading high-performance teams.

---

## WORK EXPERIENCE

Apr 2022 – Present

**Senior Product Manager** | [Cressive DX](#), UK | B2B SaaS Product

### Key Responsibilities

- Lead end-to-end product strategy and development for B2B SaaS platform focused on SEO and digital analytics, including design and execution of experiments and POCs to expand product capabilities
- Direct cross-functional teams of developers, designers and SEO specialists to deliver product enhancements while monitoring KPIs, market trends and user feedback to drive innovation

### Achievements

- Successfully launched two market-segment solutions ('Spotlight' and 'Studio') with AI-powered features for analytics and search ranking, driving 56% cumulative SaaS revenue growth over two years.
- Led platform evolution including Adobe Experience Cloud and GA4 integration achieving 100% client retention during UA sunset, while implementing comprehensive product roadmap

Feb 2016 – Aug 2022

**Principal Consultant** | [KPWS Consulting](#) | Engineering, IT Consultancy

### Key Responsibilities

- Direct high-value technical consulting services for clients like Nestle, Toyota, Standard Chartered, Kia Motors, British High Commission
- Lead internal excellence initiatives including development of proprietary tools, standardization of engineering processes, and tech and non-technical mentorship of engineering teams

### Achievements

- Designed and developed proprietary microgrid modeling software that optimizes mixed energy assets for stability, reliability and TCOO, creating a new high-value service line with 70% margins
- Drove significant business growth by successfully delivering complex engineering and design projects across UK, Middle East, and Africa and implementing internal process improvements.

Nov 2014 to Jan 2016

**Manager IT Operations** | [Akbar Associates](#) | Diversified Business Group, 600+ headcount

- Led 20-person engineering and design team delivering software services including CRM development and support for major banking client
- Directed digital transformation of the group's energy logistics business.

Jul 2011 to Oct 2014

### **Project Manager | KPA Consulting | Engineering and IT Consultancy**

Led multi-discipline teams delivering end-to-end IT, automation, and control systems projects from design through construction for commercial, industrial and healthcare facilities.

Feb 2005 to Oct 2010

### **Systems Engineer/ Project Engineer | KPA Consulting | Engineering and IT Consultancy**

Developed automation tools for electrical design workflows while contributing to engineering projects.

---

## **EDUCATION**

- |   |           |                            |
|---|-----------|----------------------------|
| ▪ MSc Data Science & AI ( <i>Distinction</i> )  | 2022-2023 | Bournemouth University, UK |
| ▪ MBA General Management ( <i>Distinction</i> ) | 2009-2014 | SZABIST, Pakistan          |
| ▪ MSc Info. And Comm. Technology                | 2010-2012 | KTH, Sweden                |
| ▪ BE- Computer & Information Systems            | 2001-2005 | NED University, Pakistan   |

---

## **SKILLS**

### **Product & Delivery Management**

- Product strategy, road-mapping, requirements articulation, market and competitor analysis
- Proven leadership of agile engineering teams using JIRA, Git, Bitbucket, MS Project
- Product marketing and go-to-market strategy, including content development and sales enablement

### **Data Engineering & Analytics**

- Data pipeline development and ETL processes using Python and RESTful APIs
- Integration with analytics platforms (Adobe Analytics, Google Analytics, Matomo, MOZ, etc.)
- Advanced statistical modeling using IBM SPSS, with expertise in probability & multivariate analysis

### **Artificial Intelligence & Cloud**

- Experience implementing ML solutions for NLP, prediction, and classification problems
- Good skills and experience of MLOps development lifecycle and deployment
- Microsoft Power Platform proficiency (PowerApps, Power Automate, Power BI)
- Working knowledge of AWS services (EC2, S3, RDS, Glacier)

### **Communication & Teamwork**

- Highly skilled in all forms of communications with tech and non-tech stakeholders at any level
- Seasoned team leader and collaborator with strong mentoring abilities
- Languages: English: Native (IELTS 8.5), Urdu: Native, Hindi: Professional speaking proficiency

---

## **RECENT CONFERENCE PAPERS/ TALKS**

- "AI-powered Optimisation for Microgrids" – IEEE Summit 2025
- "Low Code Digitalisation- Applications for Engineering"- IEEE Symposium 2022
- "Data-enabled Optimisation for CHP Plants"- IEEE Symposium 2020
- "Leveraging Data for Energy Optimisation"- Digital Transformation Summit 2019