



# FARHAN SYED

Love to solve problems and on the quest to learn something new everyday

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## EDUCATION

### BSc. ACCOUNTING & FINANCE

#### LAHORE UNIVERSITY OF MANAGEMENT SCIENCES



Jul 2011 – May 2015



Lahore, PAKISTAN

- Besides core finance and accounting courses, took up brand management, strategic business management and consumer behavior electives
- Theatre, futsal, reading and gaming is what kept me busy otherwise

## EXPERIENCE

### BAGALLERY – CHIEF OPERATING OFFICER



Mar 2020 – Present



Karachi, PAKISTAN

- Led the growth and development of the startup into the largest beauty & fashion e-commerce website in Pakistan: [Bagallery](#)
- Introduced organizational structure and built teams for scale and growth (from 16 to 160 employees)
- Grew GMV of the business by 6x in 2 years with a YoY margin improvement of 2x.
- Raised \$5.4Mn in Pre-Series A & Series A funding rounds and managed company cashflows and burn to ensure profitable growth in pre-funding times
- Led the implementation and development of OMS (Custom), WMS (Custom) & ERP (Odoo) systems for the organization
- Devised and implemented the data strategy of the startup with a unified data platform with dashboarding & visualization tools for leaders
- Led the implementation of CRM ([Omnisend](#)), Live streaming ([LiSA](#)), customer service helpdesk ([Gorgias](#)) and order tracking platform ([custom](#)) all of which improved retention (reduced churn by 58%), CAC (down by 40%) and NPS scores (from 19 to 41) respectively
- Maneuvered the company through COVID-19 supply chain challenges to ensure 4x improvement in fulfilment capacity, 2x reduction in cost per order (CPO) and 36% faster delivery lead times

### L'OREAL – HEAD OF E-COMMERCE



Aug 2015 – Mar 2020



Karachi, PAKISTAN

- Devised and implemented the e-commerce strategy for L'Oréal Pakistan
- Increased total e-commerce share from 0% to 7% of total business
- Devised contracts, JBPs and ROI models for all commercial partners with 7 exclusive e-commerce product launches & 1 exclusive brand launch (NYX)
- Setup e-distributor and developed drop shipping and direct to customer capabilities to connect with multiple marketplaces across the country which brought down fulfilment lead times by 67%
- Managed the ecommerce channel P&L with the channel being the most profitable (by at least 15%) across the company
- Led the effort to digitize 100% of L'Oréal's brands (7) and products (1500+), all of which are now e-commerce ready
- Introduced performance marketing for digital media in partnership with to optimize ads for conversion. Resulted in a growth of 224% in sales



## HONORS

L'Oréal Excellence Award  
Black Friday Activation 2016 | E-Commerce Transformation 2018  
| Digital Expert 2019

Batch of 2015 Awards  
Best Presenter

Merit Scholarship Award  
Straight A's – O'Level

## SKILLS

Data Analysis

E-Commerce

CRM

E-Fulfilment

Design

Team Building

Biz Ops

Public Speaking

Business Development

Cashflow Management

## MOST PROUD OF

Book Worm  
Personal record for reading the entire Harry Potter series in 2 days

Robinhood Army  
Volunteered to collect food and feed 1000s of families across Karachi

Drama and Theatre  
Co-produced 2 commercial theatre plays

SOS Village - 2010  
Groomed and taught a child over the summer