

# Ebrahim Rakhman Gul

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## PROFESSIONAL EXPERIENCE

### Spursol

Karachi

#### Product Manager (KNOCCS)

Mar 2023 - Present

- Conducted **30+ structured user interviews** and extensive secondary research to identify ICPs, define user personas, and validate the problem space for a new CXM/CRM platform.
- Led discovery and feature prioritisation for **15+ core CRM functionalities**, contributing to the successful development and launch of Knoccs as a revenue-generating SaaS product.
- Managed cross-functional feature squads, including engineering and design, running sprint ceremonies and ensuring timely delivery while removing technical blockers.
- Authored and maintained **product roadmaps, PRDs, and sprint backlogs in Notion**, providing visibility into delivery timelines and feature prioritisation.
- Wrote **PostgreSQL queries and automated usage reports** to track product adoption and monitor client activity across the platform.
- Built **automated analytics workflows using n8n** to generate usage trend graphs and monitor customer engagement patterns.
- Designed internal feedback loops where customer-reported issues fed directly into the product backlog for prioritization and release planning.
- Led a 3-day hackathon to prototype an **AI-powered knowledge assistant** integrating Jira, Asana, and support systems to surface cross-team insights and detect sprint risks.
- Represented Knoccs at **GITEX Global**, generating ~50 qualified leads and validating the product's market demand through live customer engagement.
- Joined as a Graduate Trainee in customer support, working directly with clients to troubleshoot issues, gather feedback, and translate recurring problems into product improvement opportunities.
- Scaled the product towards **product-market fit**, shifting focus to self-serve onboarding flows that improved adoption and enabled scalable customer acquisition.

### Commuovere Tours

Karachi

#### Founding Member - Head of Logistics

Sep 2020 - Oct 2022

- Introduced an **automated** method of costing trips and **estimating profits** to bring down client response time from **8 to 1 hour**
- Revamped the business model to restructure all departments and laid down the path to **growth** and **scalability** within **3 months**.
- Established **300+** vendor connections **pan Pakistan** in all tourism-related sectors, enabling us to have an edge over **competitors**.
- Organised **50+ trips** all over Pakistan, catering to **400+ clients**, generating around **0.8M PKR** in revenue.

### Delivery Guy Express

Karachi

#### Co-Founder

Jun 2020 - Sep 2020

- Launched a courier service** tackling multiple issues faced by the current consumers, including price and registration processes, and successfully scaled it to a **45k** profit in **3 months**.
- Piloted the company during the **COVID-19** pandemic and catered to a specific niche, **home-based businesses**, making around **20+ deliveries daily**.
- Maintained a **steady growth rate** by analyzing startups and big players in the industry and making insight-driven decisions.
- Co-designed an **online portal** allowing users and managers to book and assign orders to the riders remotely, making it a **3-step process**

## LEADERSHIP EXPERIENCE & PROJECTS

- AIESEC in IBA** - VP for Logistics - Organized a 3-day national leadership conference for **300+ delegates**, managing logistics and operations end-to-end.
- Mask Banao** - Translator/Operations Team - Translated COVID awareness campaigns into Urdu reaching **300k+ daily users**, and coordinated production and distribution of **500k masks** across Sindh and Balochistan.
- Aitebar Foundation** - Project Head - Led a **6-member team** to install hand pumps in Nawabshah, providing clean water access to **250+ residents**.
- Routify(FYP)** - Collaborated with **10Pearls** and **Tpl Corp** to redefine carpooling in the Pakistani market, creating a highly efficient approach tailored to the needs of over 300+ daily commuters through independent interfaces.

## EDUCATION

Institute of Business Administration – BS in Computer Science

Aug 2019 - May 2023

Nixor College – A Levels

Sep 2017 - Aug 2019

## SKILLS & INTERESTS

**Technical:** SQL (PostgreSQL), APIs, automation workflows (n8n)

**Languages:** Arabic (Intermediate)

**Tools:** Notion, Jira, Figma, Vercel, Mixpanel

**Interests:** Tourism, Financial literacy, Event management