

Mohammed Afzal Javed

M: +44 (0)7387794007 | Email: javed.bel19ve@gmail.com | Right to Work in UK
Cranfield School of Management (MBA)

PERSONAL STATEMENT

A results-oriented professional with a proven track record of delivering impactful business outcomes in Business Development and Consulting, specialising in Strategic marketing and Operational Planning. Skilled in analytical problem-solving and cross-functional team leadership, with a passion for navigating complex challenges. Aspiring to leverage data-driven insights in management consultancy to create measurable client impact.

CORE COMPETENCIES

- Strategic Marketing & Go-to-Market Planning
- Business Development & Client Acquisition
- Market research & Competitive Benchmarking
- CRM Management & Lead Generation
- Cross-functional Team Leadership
- Digital Campaigns (Email, Social, Visuals)
- Data-Driven Decision Making
- Operational Planning & Execution
- Stakeholder Management
- Agile & Lean Methodologies

CAREER HISTORY

Frontier Space, Bedford, Internship

(July 2025- Present)

Business and Marketing Strategy Consultant

Frontier Space Technologies is pioneering the commercialisation of in-orbit research and development to advance innovation in the pharma and life sciences sectors.

- Conducted market and stakeholder research in the space and pharma sectors to identify growth opportunities, industry trends, and potential partners.
- Developed lead databases and strategic insights to support CRM management and cross-functional collaboration
- Designed marketing materials, decks, visuals, and campaign content to boost brand positioning and stakeholder engagement.

Blackmont Consulting, London, Part-Time

(April 2025- June 2025)

Strategy Consultant – Blackmont Consulting | Client: Xtend Prosthetics

Blackmont Consulting is a strategic advisory firm supporting mission-driven startups with go-to-market and growth strategies across emerging markets.

- Conducted in-depth market research and competitor analysis in the Indian prosthetics sector to identify regional demand, pricing gaps, and underserved segments.
- Developed a go-to-market strategy for Xtend Prosthetics, including target market segmentation, strategic partnership models, and distribution planning.
- Proposed a comprehensive 6-month implementation roadmap, including pricing frameworks, risk mitigation plans, and brand positioning as a social impact-led provider.

Leadsquared, Bangalore, India, Sr. Associate SMB

(December 2021 - December 2023)

Leadsquared is a SaaS platform that provides end-to-end solutions for complete sales execution, CRM, and marketing automation for businesses. It streamlines the process of lead capture, lead management, sales management and analytics in one platform, intending to build truly connected, empowered and self-reliant organisations.

- Spearheaded enhancements in lead generation by integrating email and social media marketing strategies to generate organic leads through LinkedIn, enhancing brand awareness and increasing social media leads by 40% and ensuring consistent and positive recognition of CRM software.
- Facilitated collaboration with the Implementation and Development team to improve product set-up and efficiency by 20%, which ultimately helped reduce the product delivery by a week, thus increasing the number of account set-ups per month.

- Led a team of five associates, coordinating various operational tasks to ensure the achievement of key objectives and improvement in KPIs. Aligned team efforts with quarterly targets for onboarding new logos and activating accounts

Simplilearn, Bangalore, India, Inside Sales Manager

(December 2020 - December 2021)

Simplilearn is a popular online boot camp and online courses platform that offers the industry's best postgraduate, master's, and live training programmes.

- Managed Agile and Scrum training courses across the India region, driving enrollment by identifying high-quality leads, converting them into B2C2B opportunities.
- Led a team of three associates overseeing day-to-day training, performance and target achievements, alongside monitoring product calls and presentations to clients.
- Consistently met monthly and quarterly revenue targets aligned with team goals, striving to achieve the organisation's growth target of US\$12,000 per month.

Kredily, Bangalore, India, Business Development Executive

(July 2019 - December 2020)

Kredily is an HR and payroll software, founded with the vision to make HR-related SaaS software accessible to all organisations.

- Managed HR solutions for SME businesses, boosting product usage across retail channels by 30%. In addition, I collaborated with key operations stakeholders to create video solutions for HR to assist them with account management.
- Orchestrated customer onboarding through product implementation and supervised customisation of tracking modules, leading to better product usage across 50+ new customers.
- Implemented the hiring and exit module as a product feature, offering the organisation comprehensive end-to-end support for HR management. This enhancement led to a 30% increase in product usage.

EDUCATION

MBA: Cranfield School of Management, Cranfield, UK

(September 2024 - September 2025)

- **Projects:** Business Analytics and Consulting- Threedot (Aviation Consultancy): Conducted a detailed market analysis of SAF adoption across Tier 1, 2, and 3 airlines, benchmarking sustainability initiatives and policy readiness across EMEA and APAC regions.
- **International Consulting:** ESCP Business School **(May 2025- June 2025)**
 - Designed a phased go-to-market strategy for a digital lending bank in Mexico, targeting users via data-driven credit and a scalable digital model.
 - Conducted an investment-focused sector analysis of the Spanish hotel industry, identifying key trends, risks, and opportunities to support a private equity acquisition

B.Tech Mechanical Engineering, Dehradun Institute of Technology, India

(August 2015 - June 2019)

- **Industrial Project:** Development and Analysis of Friction Characteristics of Organic Brake Pad Composites.

SKILLS, INTERESTS & EXTRACURRICULAR ACTIVITIES

- **Languages:** Fluent in English and Hindi.
- **IT Skills:** Microsoft Office Suite, Canva, Intermediate level HTML, Java and C++.
- **Certifications:** Lean Six Sigma, Agile Scrum Master, Power BI
- **Individual Interest:** Active Badminton and Table Tennis player, and writing motivational quotes on life.