SAIYD RIZVIE



Ecommerce & Product Solutions Leader | 16 Years Scaling Multi-Brand D2C/B2B/B2C Commerce — Magento 2, SAP & 30+ Marketplaces Across UK, Europe & MEA

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PROFESSIONAL SUMMARY

Results-driven Ecommerce and Product Solutions leader with 16 years (since 2010) delivering B2B and B2C technology-driven growth across the UAE, UK, Europe and MEA. Currently run a multi-brand, multi-region ecommerce portfolio (V-TAC, LedXpress, PowerXpress, Terracore) spanning 10+ countries, coordinating distributed teams across Dubai, the Philippines, India and Europe. Hands-on across Magento 2, SAP integration, multi-country payment gateways, and AI-powered analytics — credible in the technical brief, the vendor negotiation, and the commercial report in the same conversation. Certified in Google Analytics and HubSpot.

CORE EXPERTISE

Commerce Strategy & Growth	Technology Transformation	Commercial Leadership
Scale D2C/B2B/B2C channels · Product launches & analytics · Market insight → growth positioning	CRM/ERP/platform adoption · Translate business needs into digital solutions · Data-driven decisions	Strategic client & vendor partnerships · Contract negotiation · CX-focused delivery

CORE SKILLS

Platforms: Magento 2 (Adobe Commerce) · WordPress · WooCommerce · Angular · Laravel · CodeIgniter · Ionic · Custom PHP

ERP & Systems Integration: SAP (real-time order/inventory/pricing sync) · API integrations · Multi-country payment gateways

Marketplaces & Feed Management: ChannelEngine · Channable · 30+ marketplace channels (EU, NA, MEA)

Cloud: AWS · Microsoft Azure · Google Cloud · DigitalOcean (IaaS/PaaS/SaaS delivery)

Analytics & CRO: GA4 · Google Tag Manager · Hotjar · AI-powered dashboards · A/B testing & CRO · KPI tracking (CAC, AOV, conversion, cart abandonment)

Marketing & CRM Platforms: HubSpot · Zoho · LeadSquared · SEO/SEM · Programmatic & performance marketing

Leadership: Cross-functional delivery (Design, Marketing, IT, Supply Chain, Sales) · Distributed team coordination (Dubai/Philippines/India/Europe) · Vendor & agency management

PROFESSIONAL EXPERIENCE

V-TAC Group — Ecommerce Project Manager | *August 2023 – Present · Dubai, UAE*

Multi-brand portfolio: V-TAC (UK, Europe, Poland, MEEA) · LedXpress (Netherlands, France, Germany, Belgium, Spain, Portugal) · PowerXpress (UK) · Terracore (UAE)

Platform Management & Integrations

- Lead end-to-end ecommerce projects — platform migrations, UI/UX enhancements, Magento 2 feature development — across a 10+ country, 4-brand portfolio
- Manage and optimise Magento 2, WordPress and WooCommerce across D2C, B2B and B2C models, improving checkout flow and CX
- Lead SAP integration between ecommerce platforms and enterprise systems for order, inventory, pricing and operational data flows

- Manage multi-country payment gateway integrations for secure, region-compatible checkout

Growth, Campaigns & Conversion

- Partner with marketing teams/agencies on product launches, SEO/SEM, performance and programmatic campaigns
- Build and optimise high-conversion landing pages, aligning UX, content, tracking and commercial goals
- Drive CRO through A/B testing and customer journey feedback loops
- *Improved conversion rate to 2.8% and reduced cart abandonment to 66% through CRO and journey fixes*

Analytics, Tracking & Performance Reporting

- Define and monitor ecommerce KPIs: conversion rate, CAC, AOV, cart abandonment, campaign performance
- Implement and validate tracking across GA4, GTM and Hotjar
- Use AI-powered dashboards to consolidate ecommerce and marketing performance data for faster reporting and decisions

Leadership, Operations & Regional Portfolio

- Central coordination point across Design, Marketing, IT, Supply Chain, Sales, vendors and agencies for on-time delivery
- Coordinate distributed teams: Dubai (platform management), Philippines (design/social/content), India (Magento development & SAP), UK/Europe (marketing agencies)
- Own supply chain collaboration on order fulfilment, inventory visibility, delivery tracking, and website content governance
- *Coordinate a cross-border team of 10 across 4 brands and 10+ markets*

Wisoft Solutions — Dubai, UAE

Portfolio: Programmatic marketing, HubSpot/Zoho/Lead Squared, ecommerce, payment gateways, API integrations, web & mobile apps

Notable clients: DAMAC · Isuzu · upGrad · RAK Medical & Health Sciences University · BITS Pilani Dubai · Sun City Motors · Fujairah Free Zone

Head – Projects & Business *· June 2022 – July 2023*

- Promoted from Business Development Manager into full ownership of project delivery alongside commercial growth
- Owned project execution end-to-end — planning, milestone tracking, bottleneck resolution — to protect delivery timelines and client satisfaction
- Led cross-functional teams (design, sales, marketing, operations) for seamless service delivery
- *Sustained client retention at 88%*

Business Development Manager *· August 2019 – June 2022*

- Built and managed long-term strategic relationships with high-volume clients as primary point of contact, driving organic account growth
- Negotiated client contracts and set performance metrics and delivery schedules
- Built client retention and account-growth strategies to maximise revenue and customer lifetime value

Whitehats — Business Development Manager, CRM & Cloud Consultant *| April 2016 – July 2019 · Dubai, UAE*

Stack: Angular, Material Design, Bootstrap, WordPress, Drupal, Magento, WooCommerce, Laravel, CodeIgniter, Ionic, Custom PHP

Notable clients: Union Coop · Etihad Mall · Al Barsha Mall · Al Adil · Maharati

As Business Development Manager

- Owned full client lifecycle from tendering through delivery, upgrade and renewal as primary correspondence point
- Built channel partnerships with major reach players (Entertainer, DEWA Store) to open new business channels
- Cross-sold adjacent divisions (infrastructure, cloud, telephony, backup) into existing accounts

As CRM Consultant

- Ran pre-sales through implementation: fit/gap analysis, solution design, CRM configuration, and end-user training
- Built implementation estimates and supported proposal development for sales/pre-sales teams
- Developed reseller channel partners across multiple territories

As Cloud Consultant

- Delivered combined cloud + business process solutions across IaaS/PaaS/SaaS (AWS, Google Cloud, Azure, DigitalOcean)
- Built and presented proof-of-concept demos for key decision-makers; ran technical pre-sales through implementation oversight

Infobahn Consultancy — Business Development Manager | *March 2010 – March 2016 · Dubai, UAE*

Notable clients: Union Coop · Etihad Mall · Al Barsha Mall

- Surpassed sales goals by 35% (2014) and 15% (2015)
- Cut marketing costs by AED 500,000 through barter and affiliation partnerships
- Closed single-project deals worth AED 132,000 (2014) and AED 98,000 (2015)
- Broadened client base by 15% and grew market share by expanding from B2C into B2B
- Drove a 250% increase in web traffic by overseeing a new company website and social media presence, alongside improved brand profile
- Managed high-volume pipeline, client presentations, negotiations and account transitions

EDUCATION

Master of Business Administration (MBA) — Finance & Marketing

College of Management Studies, Kanpur (U.P. Technical University, Lucknow) · 2007 – 2009

Bachelor of Commerce (B.Com.)

Christ Church College (CSJM University, Kanpur) · 2004 – 2007

CERTIFICATIONS & AWARDS

- Google Analytics — Certified 2019 (renewal to GA4 certification recommended — free via Google Skillshop)
- HubSpot — Certified 2020
- Best Outgoing Student Award
- Online Media Partner recognition

LANGUAGES

English · Hindi · Urdu