

ALI RAZA



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Address: Villa 16, Nasser Compound, Street 846, Zone 30, Duhail, Qatar.

OBJECTIVE

To obtain a position offering challenging responsibilities in a reputed organization requiring unwavering commitment towards profession and resultantly to become an integral part of the organization.

SUMMARY

A result-oriented highly motivated Quality / Testing, Customer Experience & Business Professional with excellent mix of Business & Technology. Over 15 years of experience in diverse areas & roles.

Due to the ability to swiftly assess Products Management, Service Operations & Processes spearheaded UAT/CET, Quality Assurance, Standardization Reporting & Audit, CS & Contact Center Operations.

Superb leadership skills with the ability to manage large teams, excellent communication, team building, tactical planning, problem solving & project management skills. Keen learner & recognized for having the ability to develop Client-Focused Organizational cultures resulting in significantly higher Customer Satisfaction.

PROFESSIONAL EXPERIENCE

1 UAT Manager (User Acceptance / Customer Experience / Quality / Testing)

Mar 2014 – Present

Marketing Division /
Product Marketing

Vodafone

Qatar

- Heading User Acceptance & Customer Experience Testing function & responsible for delivering Products / Services, Platforms, System enhancements with Superb Quality & Customer Experience during the end to end project delivery process for Consumer Marketing & VF Business Services (Enterprise/B2B).
- UAT Management for all new products / services, small - large projects to ensure they are launched with unmatched quality, Customer Experience & maximum productivity.
- Managing Budget (Capex & Opex), Resource Planning & allocation along with testing roadmap for UAT function.
- CBU SPOC for Change Management to ensure no impact on Commercials & Customers
- Gatekeeper of solution acceptance for Consumer & Enterprise prior to handover of solution (Product development) from Technology to Business.
- Ensuring all operational, functional and non-functional requirements are met before Go Live & any operational changes in Products are quality ensured before launch.
- Managing UAT Specialists & team of Onsite & Offshore test leads, designers & testers.
- Leading virtual teams to deliver on UAT objectives including Customer Care, Technology, Operations, Sales, Finance, Legal, RA, Online, Retail & Enterprise.
- Vendor Evaluation & Management (Cost, resources, tools, budget, SOPs, overall SOW governance)
- Establishing and maintaining end to end UAT processes, templates & governance.
- Managing UAT resourcing & capabilities to support GTM activities.
- Reporting on UAT activities & performance against KPIs.
- Managing FUTs for new products and support GTMs from UAT & Customer Experience perspective.

Achievements in Vodafone

- 5 times Shukran Star Award Winner for Aug 2014, Jan 2016, May 2016, Oct 2016 & May 2017.
- Certification of Appreciation for being key team player in delivering Happy Platform (May 2016) & Ramadan Campaign (May 2017) with Superb Quality & Experience.
- Delivered eSIM (One of 1st in region), M2M, IOT projects & solution / SW acceptance SPOC for Apple & other vendors.
- Delivered many key projects, 300+ weekly Xpress releases and 40+ Rapid Releases successfully - covering product launches, system enhancements with best User experience for Consumer & Enterprise.
- Successfully built a self-operating, high performing onshore and offshore team of up to 25+ Sr. Test Leads, Test Designers and Testers.
- Continuously improved testing processes which resulted in delivery of quality products with excellent Customer Experience.
- Enhanced Quality & productivity of team with continuous process improvement, training & feedback.
- Negotiated with the vendor on services & terms that resulted in 30%+ savings in budget.

2 Senior Product Specialist, Testing / Quality

Jan 2010 – Mar 2014

Marketing Division / Product Development & VAS

Ooredoo

Kuwait

- Headed Quality Assurance/Testing, Product Development & VAS.
- Headed the Testing team responsible for Quality Management & UAT Management during the end to end project, including UATs & FUTs for all Products & Services, Promos, Campaigns, Applications & Devices launched by Ooredoo.
- Developing, reviewing & implementing Quality Processes & Standards.
- Managing the Testing Team and coordinating with cross functional teams for achieving optimum quality while delivering products & services.
- Developing Testing Strategies & Roadmap, managing the Testing Plans inline with commercial roadmap i.e. UAT, FUT, processes, Test Cases, Templates & Test Reports.
- Single point of contact regarding Quality and Testing for the project stakeholders.
- Communication of UAT results and recommendation to all stake holders.
- End to End product usability & functional testing to verify if all requirements are met before commercial launch.
- Participating & providing inputs into the entire Product Development Life Cycle (From Design to Launch) & managing quality area of projects.
- Defining and implementing quality & testing procedures to capture new requirements.
- Prospecting for innovative services and Business Opportunities to support new revenue streams and Growth Opportunities.

Achievements in Ooredoo Kuwait

- Successfully built testing unit and implemented processes which enhanced quality & customer experience
- Developed Testing as a department and increased its reach from PD to Marketing & other Divisions.
- Received Certificate of Appreciation for contribution to IN Project. (IN migration to new platform)
- Received Certificate of Appreciation for contribution to InfoConnect 2011
- Enhanced Quality & User Experience of already launched services during retesting which resulted in sharp increase in revenues.
- Received Idea Winner Awards twice for my ideas given on internal site and won 4 times in different internal contests and quarterly meetings.

3 Supervisor Quality

Feb 2005 – Dec 2009

Commercial Division / Customer Service Resource Development & Subscriber Management

Warid Telecom

Lahore, Pakistan

- Lead the Standardization, Reporting & Audit function in Quality Assurance.
- Development, re-engineering, improvement & implementation of processes / SOP's for Customer Services in coordination with the HOD's of different departments.
- Conducting FUT's & UAT's for new Products & Services. Managing CS projects & representing CS in implementation of companywide projects.
- Managing the deployment of different projects from initiation to completion.
- Developing monthly Quality & performance reports with recommendations to increase employees output.
- Assessment & Audit of all CS areas & ensuring the implementation of Quality Standards at all CS touch points i.e. Business Centers / Retail Stores, Franchises, Contact Centers, Support Center, Help Desk, Priority Services & Corporate CS.
- Managing the efficient information flow across the CS & other departments.
- Conducting Interviews for recruitment, Mystery Shopping, CSR Surveys, trainings, counseling, motivational sessions for staff enrichment & preparing TNAs.
- Analysis & development of strategies for Subscriber Management, Churn prevention & Retention, designing of campaigns to enhance Loyalty.
- Managing Customer's complaints & approvals for rebates / credit notes.
- Management of Online Knowledge Evaluation System, Customer Services Portals & automation of processes.

Achievements in Warid Telecom

- Certificate of Appreciation for successful implementation of 2nd NDC 0322 in record time of 40 days in Warid Telecom.
- Won Surprise Awards for successful administration of Online Knowledge Evaluation System and playing a vital role in standardization of CS SOP's including implementation of PTA 668 process. (Sep 2009)
- Won Surprise Award for making portal of GPRS Manual Settings for wide range of handsets. (May 2007)
- Runner up Supervisor of the Month (Feb 2006 & Oct 2005).
- I was integral part of implementation team for new Task Management Module in CRM & Development Focus Group (Responsible for all in-house developments & Projects, IVR Testings & updations, Products & Services UAT's & FUT's)
- Achieved double elevation within 1st 6 months of joining from CSR to Supervisor Operations & later promoted to Quality Assurance Department.
- Due to diverse skill set, worked in different areas i.e. Quality, Outbound, Inbound Operations, Postpaid Activation team, Outsourcing Campaigns, Official Services areas etc.

| 4 Manager Operations & Projects | |
|-----------------------------------|---|
| May 2003 – Feb 05 | <ul style="list-style-type: none"> Managing company's operations & different project. |
| Pak Kuwait Int'l | <ul style="list-style-type: none"> Managing procurement, packaging & freight services for orders in Pakistan. |
| Lahore, Pakistan | <ul style="list-style-type: none"> Developing relationships with Banks, other companies & dealing with tax matters proficiently. Ensuring timely & complete deliveries of orders with high quality standards. <p>Achievements: Minimized TCO & increased revenues at continuous growth rate.</p> |

ACADEMIC QUALIFICATIONS

| Qualification | Year | Institute | CGPA (Out of 4) |
|---|------|--|-----------------|
| Master of Business Administration (Majors in <i>Supply Chain Management</i>) | 2008 | University of Management & Technology Lahore – Pakistan. | 3.67 |
| Bachelors of Computer Science (Hons.) | 2004 | The University Of Lahore Lahore – Pakistan. | 3.17 |

CERTIFICATIONS:

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| 1 | ITIL 3.0 Practitioner Foundation | Jan 2019 |
| 2 | Digital Marketing Essentials – AVADO Digital | Aug 2018 |
| 3 | Professional Scrum Master 1 – Scrum.org | Nov 2017 |
| 4 | Lean Six Sigma Green Belt – Vodafone Qatar | Oct 2015 |
| 5 | ISTQB CTFL – Vodafone Qatar | Sep 2015 |
| 6 | Strategic Thinking - Harvard Manager Mentor | May 2015 |
| 7 | Essentials in Training – Training for the Trainer | Jul 2012 |
| 8 | Project Management Professional (Skill Development Council of Pakistan) Aug 2009 Member of PMI (USA) PMI Id: 1534350 | Sep 2009 |
| 9 | IRCA Certified ISO 9001:2008 QMS Lead Auditor (IQMS UK) | Jun 2009 |
| 10 | Microsoft Certified Systems Engineer in Windows 2000 | Jan 2002 |
| 11 | Microsoft Certified Systems Engineer in Windows NT 4.0 & MCP + Internet | Dec 1999 |

ON JOB TRAININGS / WORKSHOPS:

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| 1 | Operations Management: Product & Service Management (Vodafone – Feb 2016) |
| 2 | Project Stakeholder Management (Vodafone – July 2015) |
| 3 | Advance Excel 2010 – Info Center Kuwait (Dec 2013) |
| 4 | Excellence towards Memorable Customer Experience (Corner Stone - Oct 2013) |
| 5 | Middle East Telecom Summit 2012 - Dubai, UAE (Sep 2012) |
| 6 | International Conference on Software Testing & Quality – Madrid, Spain (Wataniya Jun 2012) |
| 7 | Smart Devices & Mobile User Experience Summit 2010 – London, UK (Wataniya – Nov 2010) |
| 8 | Service Reverence & Leadership (Golden Blue Group - Warid Telecom – Oct 2007) |
| 9 | Building Bridges (By Q Consulting & Training Group - Warid Telecom – Aug 2007) |
| 10 | Managerial Competencies (By HOD Contact Centers - Warid Telecom – Jan 2006) |
| 11 | Telephone Doctor (By Warid RDC – Oct 2005) |
| 12 | Excelling in Service Delivery (By The Konsultants for Warid Telecom – Mar 2005) |

SKILLS

| | |
|------------------------|---|
| Personal | Exceptional Communication, Leadership, Time Management, Interpersonal, Negotiation, Training & Advance Presentation skills. |
| Information Technology | Excellent in using all Microsoft based OS & Proficient in MS Office applications, MS Visio, testing tools like Jira, HP QC etc. Clear concepts of Telecom & Networking. |
| Interests | Cricket, Table Tennis, Travelling, Social welfare work. |
| Languages | Excellent Communication Skills in English, Urdu, Punjabi & beginner level of Arabic. |

References: Available on Request