

FATIMA

MAZHAR

The Growth-Catalyst

Driving rapid expansion
& increased profitability

ROI-Focused
Leader

Strategic Market
Penetration
Expert

Tech-Enabled
Growth Architect





Fatima Mazhar: The Growth-Catalyst

I'm Fatima Mazhar, and if there's one thing I know for sure, it's that growth is a constant journey—not just for businesses, but for the people who drive them. For me, it's always been about taking bold steps, challenging norms, and creating scalable, sustainable impact in every project I touch. From expanding teams across borders to transforming markets, my career has been fuelled by a simple principle: growth is both a destination and a journey.

What I call myself doesn't matter as much as what I've always strived to do: catalyze growth in organizations, communities, and individuals. That's why I refer to myself as a Growth-Catalyst—someone who doesn't just guide businesses through challenges but transforms obstacles into opportunities that spark explosive growth.

Fatima Mazhar



The Beginning: Vision Beyond the Horizon

It all started with an idea—a dream to make a meaningful difference in Pakistan's SME ecosystem. In 2021, I co-founded Dukan.pk, a platform designed to digitize local businesses and empower Pakistan's SMEs by giving them the tools to scale online. But raising \$1M in pre-seed funding and bringing 50,000 sellers on board within just a few months was just the beginning. The real lesson came when I realized that not every path aligns with your vision. I stepped away from Dukan.pk not out of defeat but to stay true to the values of integrity and alignment—key lessons that have shaped me as a leader today.

Scaling Beyond Borders: The Art of Expansion

I didn't stop there. Instead, I ventured into more dynamic challenges with KeepTruckin and Careem, where I mastered the art of scaling operations and leading massive teams across diverse markets. At KeepTruckin, I grew the Pakistan team from 600 to 1,300 within four months, while reducing operational costs by 58% and preparing the org for IPO-readiness. At Careem, I led the expansion into 75+ cities across MENATP, launched Careem Food and Careem Bike, and helped Pakistan become the company's top-performing market.

But my deepest playbook on global scale was written at Circles, a global SaaS telco company, there, I:

- Launched Onic in Pakistan (in partnership with e&), orchestrating regulatory setup, team building, and GTM execution from the ground up.
- Led the launch of wim in Mexico with AT&T, relocating for 12 months to deliver operational and customer success integration.
- Spearheaded the Telkomsel Indonesia partnership, managing in-country execution, localization, and product-market adaptation.

In each case, I served as the regional integrator—translating strategy into scalable systems, aligning diverse functions, and ensuring speed with precision.

The Results: Turning Challenges into Triumphs

For me, results are the true measure of success. Every project, every expansion, every challenge is ultimately about creating value, driving profitability, and most importantly, leaving a legacy of growth.

Here are just a few highlights from my journey:

- **Circles:** Launched three digital telcos across Pakistan, Mexico, and Indonesia. Operationalized market entry, built local teams, and embedded Circles-X infrastructure.
- **Dukan.pk:** Raised \$1M in pre-seed funding, brought on 50,000 online sellers, and scaled the operations to handle 100+ orders a day within three months.
- **KeepTruckin:** Expanded the team by 500%, reduced operational costs by 58%, and laid the groundwork for IPO-readiness.
- **Careem:** Launched 75+ cities, making Pakistan the largest contributor to Careem's global network, while also leading the launch of Careem Food and Careem Bike.
- **COLABS:** Increased site revenue by 56%, launched a third site, and achieved 99% occupancy across all locations within three months.

Every one of these results is a testament to the power of strategy, vision, and hard work.



My Leadership Philosophy: Growth Through Empowerment

To me, leadership isn't about titles or authority; it's about empowering people to reach their full potential. It's about leading by example, taking risks, and showing others that there's always a way to break through any barrier. My leadership is built on principles that I hold close to my heart:

- **Vulnerability:** I lead with openness, recognizing that mistakes are part of growth. Being transparent with my team has always helped us grow stronger together.
- **Empathy:** Understanding people's needs, fears, and aspirations is key. I always strive to support my team's growth, making sure they feel heard and valued.
- **Decisiveness:** I believe in making quick, well-informed decisions, even under pressure, because growth requires action.
- **Integrity:** Throughout every challenge, I prioritize doing what's right over what's easy, ensuring that values guide every decision.



The Vision for the Future: Creating a Legacy of Empowered Leaders

As I look ahead, my focus remains clear: to continue driving transformational growth while empowering others, especially emerging leaders, to achieve their full potential. Over the next decade, I envision myself making a lasting impact in the corporate world through the following key areas:

- Driving tech-enabled business growth across industries, creating opportunities in both established markets and emerging economies.
- Mentoring young leaders and fostering inclusive leadership, ensuring that more diverse voices are heard and empowered to lead in global business landscapes.
- Launching initiatives that bridge the gap between education and industry, providing young talent with the tools they need to succeed in a rapidly evolving job market.
- Championing innovation and transformation, guiding organizations through digital transitions that not only scale their operations but also create lasting value for stakeholders and communities.

Ultimately, my goal is to be known for creating environments of growth, where individuals and organizations are empowered to achieve their greatest potential, and leadership becomes a force for positive, sustainable change in every facet of business.

The Legacy I Am Building

For me, growth is more than just a business metric—it's a movement. It's about creating businesses that inspire and empower, and that's exactly what I've set out to do. Whether it's scaling companies, mentoring young leaders, or building inclusive communities, my mission is clear: catalyze growth in every possible way, leaving behind a legacy of innovation, leadership, and empowerment.



Transforming Vision into Reality

As a growth-driven leader with a deep commitment to empowering people and driving business expansion, I have always believed in the power of transformation. I strive to create lasting impact by building organizations that thrive in today's fast-paced, tech-enabled world, while fostering the growth of leaders who will drive the next wave of change.

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