

Fatima Mazhar

Growth Catalyst | Cross-Border Expansion | Venture Architecture

Strategic Business Leader Driving Scalable Operations, Digital Execution & Market Penetration Across Global Markets

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Executive Summary

An execution-focused business leader with a proven track record of scaling businesses, launching new markets, and building future-ready organizations across global and emerging markets. With a unique blend of strategic foresight, operational discipline, and creative problem-solving, Fatima has consistently delivered shareholder value by unlocking growth in early-stage ventures and scaling underperforming operations into sustainable, high-impact engines. Her recent work at Circles, leading market entries in Pakistan, Mexico, and Indonesia, demonstrates her ability to navigate complex, cross-border environments and operationalize strategy with speed. Whether building from 0-to-1 or guiding scale-ups, she enables lean, agile systems that align talent, product and go-to-market execution to deliver lasting impact. She brings an execution-first mindset to leadership—identifying inflection points others overlook and designing scalable systems that adapt fast and create enduring value.

Value Creation Highlights

- Global Market Expansion:** Led international launches for Circles’ digital telco in Pakistan, Mexico, and Indonesia—operationalizing market entry from strategy to execution, including hiring, regulatory setup, and local GTM adaptation.
- Business Transformation:** Scaled COLABS from a single-location co-working space into a high-growth platform, increasing total site occupancy to 97% and launching a new site that doubled portfolio revenue in under six months.
- Revenue Growth & Market Penetration:** Achieved 45% revenue growth at COLABS and led Careem’s geographic expansion into 75+ cities across the MENATP region, including high-impact market entries in Pakistan, Egypt, and KSA.
- Crisis-Resilient Operations:** At KeepTruckin, streamlined workforce strategy by scaling Pakistan operations from 600 to 1,300 employees in 4 months, while implementing cost-control initiatives that resulted in a 58% reduction in operational expenditure.
- Execution Excellence:** Delivered IPO-readiness at KeepTruckin’s Pakistan unit by building scalable internal systems and advising cross-functional GTM and Engineering teams on process standardization and productivity alignment.
- Venture Building:** Co-founded Dukan.pk and successfully raised \$1M in pre-seed funding. Launched MVP, onboarded 50,000+ sellers, and built the internal infrastructure including sales, customer support, training, and analytics within three months.

Professional Experience

Circles – Singapore, Mexico, Pakistan & Indonesia

Jan 2023 – Present

International Expansion – Digital Telco Launches

- Spearheaded full-cycle market entry for Circles’ digital telco in Pakistan (Onic, with e&), Mexico (wim by AT&T), and Indonesia (with Telekomcell).
- Led the full-cycle launch of Onic, Pakistan’s first fully digital telco, in partnership with e& International and PTML. Oversaw market strategy, regulatory setup, team hiring, and go-to-market execution. Within the first year, Onic achieved over 20% of its customer base adopting eSIM technology.
- Directed the launch of wim by AT&T in Mexico, facilitating the telco-to-techco transformation through Circles’ full-stack SaaS platform. Managed cross-functional teams to enhance AT&T Mexico’s digital capabilities and customer experience.
- Leading the strategic partnership with Telkomsel in Indonesia, providing Circles’ advanced SaaS platform to accelerate digital transformation. Focused on enhancing customer digital experiences and driving technological innovation.
- Acted as the regional integrator across operations, product, legal, HR, and marketing functions to ensure localized yet scalable rollouts. Enabled Circles’ global expansion by converting strategic vision into agile, high-speed execution in diverse regulatory and commercial landscapes.

Punjab Information Technology Board (PITB) – Lahore, Pakistan**Jan 2023 – Present****Board Member**

- Appointed by the Chief Minister of Punjab as a Non-Official Member of the PITB Board, focused on promoting technological advancement and entrepreneurship in the region.
- Provide strategic direction and oversight to PITB's initiatives aimed at digital transformation and innovation within the province.
- Advise on policy decisions and programs to empower youth through technology, including initiatives like the e-Rozgaar Program, which trains young graduates in digital skills and freelancing.

COLABS – Lahore, Pakistan**Jul 2021 – Present****Chief Operating Officer**

- Scaled from two to three locations; launched new site and drove 45% revenue growth by expanding from 30 to 60 tenant companies.
- Increased overall occupancy across all sites to 97%+, while maintaining service quality and operational agility.
- Designed integrated community operations, led client acquisition, and established events infrastructure to drive user retention.

Dukan.pk – Lahore, Pakistan**Feb 2021 – Jun 2021****Co-Founder & Chief Operating Officer**

- Collaboratively raised \$1M in pre-seed funding, built core product (MVP), and launched platform operations within 90 days.
- Onboarded 50,000+ sellers; built and led cross-functional teams including Customer Support, Sales, Training, and Analytics.
- Achieved operational scale of 100+ orders per day within the first quarter.

KeepTruckin – Islamabad & Lahore, Pakistan**Jul 2019 – Feb 2021****General Manager, Pakistan**

- Expanded Pakistan operations from 600 to 1,300 employees in four months; launched and scaled Lahore office from scratch (20 to 600 staff).
- Reduced operational costs by 58% through process redesign and strategic vendor alignment.
- Led Pakistan's readiness for IPO due diligence by building compliant and auditable operational infrastructure.
- Served as internal consultant to global GTM, Revenue, and Engineering leadership, improving process maturity and workforce utilization.

Careem (Acquired by Uber) – MENATP Region**Oct 2013 – Jun 2018****Head of Expansion****(Dec 2015 – Jun 2018)**

- Launched operations in 75+ cities across the MENATP region, including Pakistan, KSA, Egypt, Morocco, Turkey, and Qatar.
- Built and scaled cross-functional launch teams, hiring and training 200+ employees across regional markets.
- Spearheaded market entry strategy in Pakistan, enabling it to become Careem's top-performing country.
- Led the rollout of Careem Food and Careem Bike, expanding the portfolio into new business verticals.
- Contributed to regional revenue acceleration by driving \$20M+ in GMV per month, aligning demand generation with product delivery and city operations.

General Manager, Pakistan**(May 2015 – Dec 2015)**

- Oversaw full P&L, strategic partnerships, and team performance across all Pakistani operations.
- Developed and executed growth plans, securing partnerships and leading local performance management.

Project Manager, Global Supply**(Aug 2014 – Apr 2015)**

- Managed cross-border operational integration and supply-side alignment across multiple countries.

Supply Manager, UAE**(Oct 2013 – Jul 2014)**

- Directed captain lifecycle management, recruitment, training, and support channels for the UAE market.

Liberty Automobiles Company – Sharjah, UAE**Mar 2013 – Sep 2013****Manager – Strategic Planning & Operations**

- Led budget planning and KPI management across service teams; monitored performance at weekly and quarterly levels.

iMan Services Dubai – Dubai, UAE**Jan 2010 – Feb 2013****VP Commercial | Head of Event Logistics & Operations**

- Directed a 150-person operations team, ensuring delivery against complex service agreements across sectors.
- Managed commercial negotiations and pricing strategy across divisions, maximizing profitability.
- Led iMan Event Logistics, overseeing full-cycle event support; and iMan Corporate Transport, scaling fleet operations and client servicing.

Millennium Finance Corporation – Dubai, UAE**May 2007 – Nov 2009****Senior Investment Banking Analyst – Diversified Industrials**

- Led valuation modeling (DCF, IPO comps) for major deals, including the \$4.96B IPO of DP World.
- Served as exclusive advisor on multi-billion-dollar buy/sell-side mandates:
 - \$6B Greenfield Logistics Park (Saudi Arabia)
 - \$2.5B Steel Company M&A (North Africa)
- Developed investor memos and participated in global roadshows; supported technical and commercial due diligence.

Education

Sloan Fellow MBA – Cambridge, MA, USA

Massachusetts Institute of Technology (MIT) – Sloan School of Management
2018 – 2019

Master of Arts in International Finance – Pittsburgh, PA, USA

University of Pittsburgh
2004 – 2006

Bachelor of Arts in Business, Finance, and International Relations – Chestertown, MD, USA

Washington College
2002 – 2004