

# Ahmed Samad

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## PROFILE

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AI-native commercial finance professional with 6+ years spanning FP&A, deal structuring, pricing analytics, and operations finance across high-growth startups and global multinationals. Currently driving financial strategy across multiple verticals at Snoonu — the fastest-growing GCC startup — where I leverage Claude and generative AI daily to accelerate modeling and decision-making, built a data-driven delivery operations framework that saves ~QAR 3M per month, and co-lead a Robotics & Drone Delivery project awarded a QAR 8M grant by the Qatar Research and Development Institute (QRDI). Seeking to bring deep commercial finance expertise and genuine AI fluency to Anthropic's Deal Desk function as the company scales enterprise relationships across EMEA.

## PROFESSIONAL EXPERIENCE

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### Snoonu Trading and Services

Oct 2025 – Present

*Financial Specialist — Commercial Finance & Strategic Projects* Doha, Qatar

- Reduced Supply Cost Per Order (CPO) by ~5% by engineering a daily CPO calculation model to determine optimal fleet composition — directly improving operating profitability.
- Built and secured board approval for comprehensive financial models for Snoonu's Cloud Kitchen expansion, delivering investment return, margin, and scenario analysis for a new integrated vertical.
- Co-lead the Snoonu Robotics & Drone Delivery project, developing financial feasibility frameworks and securing a QAR 8M grant from the Qatar Research and Development Institute (QRDI) — one of the largest government innovation grants in the region.
- Designed UTR (Utilization Rate) metrics framework for Snoonu's delivery fleet — building shift optimization and zone selection models that maximized fleet utilization across the network.
- Engineered a cost-based order assignment algorithm balancing lowest delivery cost against shortest pickup and delivery time, reducing delivery cost by QAR 1 per order and saving ~QAR 3M per month at scale.
- Lead finance business partnering for Snoonu's Quick Commerce vertical — setting pricing strategy and store location criteria to balance customer value proposition with healthy unit economics.
- Drive working capital optimization by partnering with buying teams on ideal inventory assortment, maximizing category margins while minimizing overstock risk.
- Build customer segmentation and basket-level analytics to design targeted promotional strategies, improving customer retention and maximizing revenue per customer.
- Integrate Claude and generative AI into daily financial workflows — automating first-draft modeling, variance commentary, and ad-hoc decision support, reducing FP&A cycle time by an estimated 40%.

### Unilever Pakistan

May 2025 – Sep 2025

*Finance Business Partner — Personal Care* Lahore, Pakistan

- Led Make vs Buy strategic analysis for the Soaps category (95% of category volume), directly influencing a decision with an annual financial impact of over €2 million.
- Evaluated trade spend ROI across General and Modern Trade channels, analyzing budget vs. actuals and incremental volume impact to optimize multi-channel investment decisions.
- Managed non-material supply chain costs — factory overhead and logistics — driving P&L insight and identifying actionable cost savings across the category.

### British American Tobacco (BAT Malaysia)

Mar 2024 – Apr 2025

*Assistant Commercial Finance Manager — FP&A* Kuala Lumpur, Malaysia

- Led Brand Support Expenditure (BSE) and Brand Trade Expenditure (BTE) analysis across markets, delivering financial insights that shaped budgeting, planning, and performance tracking.
- Reduced budget variances by 5% through rigorous month-end reporting, balance sheet reconciliations, and overhead planning.

- Led SOX implementation end-to-end, achieving 100% compliance through cross-functional stakeholder alignment and enhanced reporting controls.
- Operated in a management consulting-style finance business partner capacity — partnering with commercial and cross-functional teams on scenario analysis, investment evaluations, and budget planning.

### **British American Tobacco (GBS Pakistan)**

Jun 2023 – Feb 2024

*Commercial Finance Analyst — Global Travel Retail (GTR)* Karachi, Pakistan

- Secured a GBP 1.2M pricing uplift through pricing elasticity analysis, competitive benchmarking, and pricing architecture redesign for APMEA markets.
- Increased customer margins by 2% by restructuring Total Customer Investment (TCI) contract terms for Middle East Airport clients.
- Delivered commercial business agenda for APMEA — providing financial insights for budgetary control and cross-market plan development in partnership with Trade and Marketing teams.
- Implemented governance frameworks for Middle East investment projects, improving profitability and decision accountability.

### **Bazaar Technologies**

Aug 2022 – May 2023

*Commercial Finance Associate* Karachi, Pakistan

- Automated margin calculation and daily forecasting mechanisms for Electronics and Pharma categories, enabling dynamic target adjustments and real-time P&L visibility.
- Served as finance business partner to commercial teams, driving sustainable category growth and portfolio optimization.
- Streamlined financial reporting to deliver timely category-wise P&L statements and monthly cash positions, improving working capital efficiency.

## **EDUCATION**

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### **LUMS (Lahore University of Management Sciences)**

2018 – 2022

*BSc (Honors) in Accounting and Finance — CGPA 3.63 / 4.0 (A)* Lahore, Pakistan

**Relevant coursework:** Financial Modeling, Data Science for Decision Making, Portfolio Management, Econometrics, Applied Financial Analysis, Mathematics of Finance, Supply Chain Management, Data-Driven Marketing.

## **SKILLS & TOOLS**

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**AI & Analytics:** Claude (daily workflow integration), Python, SQL, Power BI, Tableau, RStudio

**Financial Systems:** SAP, SAP BPC, Excel VBA

**Core Competencies:** Deal structuring, pricing analytics, FP&A, financial modeling, scenario analysis, cross-functional stakeholder management, process design & governance

**Languages:** English (fluent), Urdu (native), Arabic (conversational)

## **SELECTED IMPACT**

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- QAR 3M/month delivery cost savings at Snoonu via cost-based order assignment algorithm (QAR 1 reduction per order).
- QAR 8M QRDI government grant secured for Snoonu Robotics & Drone Delivery — largest innovation grant in Snoonu's history.
- GBP 1.2M pricing revenue uplift at BAT GTR via elasticity modeling and competitive pricing analysis.
- €2M+ strategic impact through Make vs Buy analysis at Unilever.
- 100% SOX compliance achieved at BAT Malaysia through end-to-end controls implementation.
- ~5% CPO reduction at Snoonu, directly improving unit economics at scale.