



# Muhammad Salman Nasir

**Founder & CEO | Digital Marketing Strategist | Adjunct Faculty**

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## Professional Summary

Innovative and impact-driven entrepreneur with 8+ years of experience in digital marketing, agri and real estate tech, ERP software, and startup ecosystems. Founder & CEO of *About Digital*, operating across Pakistan & UK. Proven track record in performance marketing, client acquisition, and business automation.

Currently pursuing Executive MBA at LUMS, Adjunct Faculty at Qarshi University, and appointed **Board Member of the Industrial Advisory Board (IAB)** at University of Lahore.

## Professional Experience

### Founder & CEO

#### **About Digital**, Lahore, Pakistan

2017 – Present

- Built a digital solutions company with 500+ clients and cross-sector expertise
- Created BizCare ERP deployed in 280+ flour mills nationwide
- Managed large-scale campaigns for real estate, education, solar, food, and NGOs
- Formed partnerships with Shopify, Zoho, Salesforce, Meta, Google, PipeDrive, Privyr, PayPro.
- Launched Pakistan's first donation management system for Social Welfare Organisations with WhatsApp and secure payment integration

### Adjunct Faculty – Digital Marketing

#### **Qarshi University**, Lahore

2025 – Present

- Mentoring students on entrepreneurship, and real-world campaign execution
- Successfully led a semester-long project where 14 students launched digital businesses, generating PKR 2 million (20 lakh) in revenue within one semester

### Business Development Executive

#### **VINSRE – Jaidad.com.pk**, Lahore

Oct 2015 – June 2017

- Onboarded real estate companies and projects through B2B sales, client outreach, and partnership deals. Managed listings, digital visibility, and after-sales support to ensure long-term engagement.

## Intern – Startup Incubation Center

**LUMS Center for Entrepreneurship, Lahore**  
June – September 2016

- Assisted in startup mentoring, business model validation, and event support
- Worked directly with founders and investors during pitch sessions

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## Lead Intern – Office of Admissions

**Qarshi University, Lahore**  
Aug – Oct 2014

- Led Admissions Campaign at Qarshi University – Fall 2014

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## Education

### Executive MBA (In Progress)

**Lahore University of Management Sciences (LUMS)**  
2025 – 2027

### BSc Accounting & Finance

**Qarshi University, Lahore**  
2013 – 2017 | CGPA: 2.89

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## Leadership, Industry Engagement & Affiliations

- **Board Member** – *Industrial Advisory Board (IAB)*, University of Lahore – Dept. of Computer Engineering (2025)
- **Corporate Member** – Pakistan Software Houses Association (P@SHA)
- **Registered Exporter** – Pakistan Software Export Board (PSEB)
- **Member** – Lahore Chamber of Commerce (LCCI)
- **Standing Committee Member** – FPCCI (IoT Sector)
- **Fellow** – Google Cloud Tech Leaders Fellowship
- **Policy Contributor** – ADB Digital Infrastructure Roundtables

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## Official Partnerships & Strategic Affiliations

- **Zoho** – CRM, Books & Campaigns Partner
- **Google** – Ads & Workspace Certified Partner
- **Meta** – Facebook/Instagram Ads Specialist
- **Shopify** – Certified Partner for eCommerce Development
- **Envato** – Verified Affiliate (Design & Code Resources)
- **Pipedrive** – CRM Automation & Sales Workflow Expert
- **PayPro** – Digital Payment Integration Partner
- **Privyr** – Mobile CRM & Lead Conversion Partner

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## Awards & Recognitions

- Official Delegate – GITEX Europe 2025, Berlin (Represented Pakistan's Tech Industry under PSEB Official Delegation)
- Invited to Prime Minister House – National Tech Policy Reforms 2025
- Award by Governor Punjab – Landstar Property Expo 2024
- Guest of Honour – Damax Tower, High-Rise Project
- Nominee – P@SHA ICT Awards 2024 & 2025 (Agri Tech Innovation Category)
- Affiliate Marketing Partner – DAMAC Lagoons, Dubai
- Runner-Up – LUMS Synergies Business Simulation Game
- Winner – Earth Hour Digital Video Competition (WWF)

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## Skills

- Entrepreneurship & Business Innovation
- Strategic Marketing & Sales Enablement
- Leadership & People Management
- Business Development & Growth Strategy
- Meta & Google Ads | SEO | eCommerce Strategy
- ERP/CRM Development – Zoho, Salesforce, PipeDrive
- Shopify Store Building & Digital Funnels
- Business Analytics & Lead Conversion
- Team Leadership | Content Strategy | Video Marketing

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## Key Projects

- **BizCare ERP** – Flour mill operations across Pakistan
- **Real Estate Mapping & CRM** – Visual dashboard and lead tracking
- **NGO Donation Management System** – Integrated with WhatsApp & Payment Gateway
- **Invoicing Management System** – Integrated with WhatsApp & Payment Gateway
- Financial & Market Research Reports (Mitchell's, Islamic Banking, etc.)

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## Volunteerism & Social Impact

- Organizer – Google Startup Weekend, Disruptive Fintech (LUMS)
- Donor Tech Enablement – Al Safia Sweet Home, Maliha's Oldage Home
- Volunteer – Shaukat Khanum Fundraiser, Earth Hour (WWF)
- Developer – Pakistan's first CSR tech platform for donations

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## Languages

- **English:** Professional Fluency
- **Urdu:** Native Proficiency

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