



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
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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
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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.
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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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