

# Nur Diyab

Birmingham, England

## PROFILE

I am a data-driven and people-centric business developer with a passion for sustainable growth. Skilled in research, analysis, and business landscape assessment, I specialize in crafting and implementing holistic management strategies that drive value creation. With a knack for disrupting the status quo, I excel in transforming ideas into reality and remain adaptable to pivot when necessary. Dedicated to fostering growth by leveraging insights from strategic analysis to drive impactful change in the business landscape.

## KEY SKILLS

- Business Modelling.
- Developing business development & growth strategies and tactics for SMEs.
- Using Agile frameworks to embed agility through tools and culture.
- Setting OKRs Goals and performance management.
- Unlocking growth loops of products/services.
- Crafting professional engaging content & presentations.
- Using CRM to streamline client, onboarding, engagement, and support.
- Market sizing, and analysing opportunities through proven frameworks (SWOT, PESTEL, Porter's Five Forces, etc.).
- Managing digital projects and leading remote teams.

## WORK EXPERIENCE

### Junior Business Growth Consultant | Innovatia

Jun 2023 to Present

- Developing business development & growth strategies for 4 SMEs & Startups.
- Directing business development strategy, channels, and tactics.
- Streamlining business development and growth operations.
- Conducting problem identification interviews & discovery sessions.
- Market researching using models such as PESTEL/E, Porter's Five Forces, Porter's Value Chain, SWOT, VRIO, etc).
- Market Sizing using TAM-SAM-SOM model.
- Lean Business modelling.
- Building entry to market strategy and tactics.
- Forming strategic B2B partnerships.

### Business Development Team Lead | AG'z DEV | Digital Ecosystem Enabler

Jan 2023 to June 2023

- Developed business development & growth strategies using OKRs framework.
- Led business development team and activities.
- Led the development of 2 new service lines, from research to implementation.
- Conducted 15+ problem identification interviews & discovery sessions.
- Led selective B2B growth projects.
- Led business development in the closing of 5 deals.

### Business Development Associate | AG'zDEV | Digital Ecosystem Enabler

Sep 2022 to Jan 2023

- Conducted market research and analysis for internal and external stakeholders.
- Managed the CRM and all related duties.
- Assisted senior management in business development activities.
- Managed selective business projects.
- Initiated 2 new partnerships and managed the existing network of strategic partners.
- Supported the launching of 3 service lines.
- Supported collective tasks related to business development, marketing, and sales for AGz Clients.

### Business Developer | Freelance

Oct 2021 to Sep 2022

- Conducted 3 market research and analysis.
- Executed 4+ Market Sizing Exercises.
- Supported 3 SMEs in "Lean Business Modelling".
- Planned and supported the initiation of 3 SMEs.
- Prepared sales letters.
- Prepared 2 pitch decks.

### Social Media Content Creator | Freelance

Aug 2020 to Jan 2022

- Wrote quality content for 4 clients in the service-providing sector.
- Customized brands' message to reach and capture the target audience's interest and drive engagement.

- Created content pieces for executives and B2B founders.

### PR Specialist | Circle Group

Apr 2020 to Sep 2021

- Developed key relationships with national and regional student counselling contacts.
- Acted as a brand representative at seasonal events to interact with potential clients.
- Led brand ambassadors' support for clients, day-to-day support, and reporting.

### Sales Associate | Afaq Educational Services

Aug 2019 to Apr 2020

- Created awareness for the company's service within potential settings.
- Developed key relationships with potential customers and gathering feedback for the sales team.
- Onboarded 20+ students to service packages.

### Event-Planning Intern | Cambridge Academy

Oct 2019 to Dec 2019

- Managed the project titled "The Gathering Ceremony"
- Learned & Applied the 5Ws method in successfully planning and executing the event.

## EDUCATION & QUALIFICATIONS

### University of Derby - BSc Business Management Hons - Second Class (1<sup>st</sup> Division)

Key Modules:

5EC508 Macroeconomics

6BM500 Business Psychology

6BM502 Leadership and Management

6BM505 Strategy in the Global Marketplace

5AG520 Financial Analysis and Decision Making

5BM501 Management and Organisational Behaviour

5BM502 Management Research Methods

5BM503 Project Management Operations

5MK518 Sales and Marketing in the Digital Age

6AG512 Financial Statement Analysis

2023

### Istanbul Medipol University - BSc Business Administration - GPA: 3.2

Key Modules:

BUS1124450 MICROECONOMICS

BUS1155460 FUNDAMENTALS of LAW

BUS1211008 MANAGEMENT and ORGANIZATION

BUS1224530 MACROECONOMICS

BUS1224590 INTRODUCTION to FINANCE

BUS1234480 PRINCIPLES of ACCOUNTING

2020

## Certifications & Training

PCA | Consulting Project

McKinsey Forward Program - McKinsey & Company [2023]

Data Strategy - 365 Data Science [2023]

Data-Driven Business Growth - 365 Data Science [2023]

Startup School Future Founders - YC [2022]

Initiating and Planning Projects - University of California, Irvine [2022]

Entrepreneurship 2: Launching your Start-Up - University of Pennsylvania [2022]

Entrepreneurship 3: Growth Strategies - University of Pennsylvania [2022]

Foundations of Project Management - Google [2021]

Academic IELTS (Band 7.5) – IDP [2020]

## Volunteering

Administrative Assistant – TEDx Conference [2020]

Fundraising Raising Volunteer – IHH Humanitarian Relief Foundation [2019]

Administrative Assistant – TEDx Conference [2019]

## Languages

Arabic (C2); English (C1); Turkish (B2)

## INTERESTS

Venture Building

Behavioural Economics

Business Strategy

Consumer Behaviour

Policy Making

Organizational Development

Organizational Agility