

## RESUME SUMMARY

**Muhamet Abdullahu**

Prishtine, Kosovo

Email: muhameti\_16@hotmail.com

Mobile: +383 44 390 144



## CAREER OBJECTIVE

My objective is to join a company or organization where I can make the most of my qualifications and my extensive leadership and managerial experience. With over a decade of professional career in managerial roles across Asia and Europe, I bring a unique perspective on work and a profound understanding of diverse working cultures. I am eager to thrive in environments that promote dynamism and embrace challenges.

## EDUCATIONAL BACKGROUND

### 1. PHD: Knowledge Management & Change Management (2014 - 2019)

University: University Technology Malaysia (UTM), Malaysia

Faculty: Razak Faculty of Technology and Informatics

Thesis Topic: "Readiness and intention towards knowledge sharing and successful collaboration between University and Industry"

### 2. Master of Management Sciences (2013 - 2014)

Major: Management

University: Graduate School of Management (IIUM), Malaysia

### 3. Bachelor Degree of Computer Science/Information Technology (2008 - 2012)

Major: Information Technology

University: International Islamic University Malaysia (IIUM), Malaysia

## EMPLOYMENT HISTORY

### 1. Borek Solutions LLC (April 2024- Present)

**Position Title:** Chief Operation Officer

**Responsibilities:**

- Leading as the primary executive authority in Kosovo, I foster a culture of innovation, collaboration, and excellence to drive Borek's success in the region
- Providing strategic leadership to the entire Borek team in Kosovo, ensuring alignment with organizational goals and objectives.
- Overseeing operational delivery, including production, distribution, and quality control, to ensure efficiency and effectiveness in all processes.
- Driving financial performance through rigorous analysis, budgeting, and resource allocation, optimizing profitability and sustainability.
- Spearheading growth initiatives, including market expansion, product diversification, and strategic partnerships, to capitalize on emerging opportunities.
- Cultivating strong client relationships through proactive communication, responsiveness, and delivery of high-quality products and services.
- Implementing best practices and continuous improvement initiatives to enhance operational excellence and achieve business objectives.

## **2. Swivelt Singapore (March 2022 – August 2023)**

**Position Title:** Business Growth Director

**Responsibilities:**

- I led and managed business growth of the company, driving expansion and market presence.
- I directed numerous business proposals, skillfully negotiated and finalized contracts, and ensured there is a smooth onboarding of the teams associated with globally recognized clients.
- Developed and executed comprehensive strategies, including financial aspects of new and existing ventures.
- Sole owner of client contracts, ensuring strong client relationships and satisfaction.
- Led the innovation initiatives within the company, showcasing it through formal business proposals.
- Fully accountable for the Profit & Loss of assigned projects, implementing changes for accurate representation and predictability.
- Conducted both long-term and short-term strategic research to shape growth strategies for assigned practices and regions.
- Led the internal and external relationships, adeptly handling customer interactions, and implementing revenue-focused strategies for new business opportunities.

## **3. Webhelp Netherlands (February 2020 and January 2022)**

**Position Title:** Global Account Director, Signify/Philips Lighting Project

**Responsibilities:**

- Led and managed a global team of 200+ employees within the project, serving as the central point of contact for both the team and clients.
- In charge of successful delivery across multiple sites spanning three continents (Europe, Asia, Americas).
- Responsible for the overall governance and operating strategy, ensuring that we meet and optimize our financial and operational goals at a group level.
- My role included ensuring that performance goals are met across all operations and that we consistently meet client expectations regarding quality and efficiency, aligning with our strategic objectives.
- Responsible for driving necessary changes and transformations to achieve mutually beneficial goals for our company and clients, adopting a Win/Win approach.
- Accountable for the Profit & Loss of the entire account, implementing changes for accurate representation and predictability.
- Focused on developing and maximizing business growth, showcasing through formal business proposals.
- Built trust within the client's ecosystem and actively engage in constructive discussions to drive tactical and strategic topics, ultimately enhancing performance and business growth.

## **4. Webhelp Malaysia (June 2017 to February 2020)**

**Position Title:** Senior Account Manager, Google Project

**Responsibilities:**

- A primary relationship owner responsible for overseeing the entire Google account in the APAC region, comprising 500+ employees and generating over \$12 million in annual revenue across Asia.
- I crafted and delivered impactful business proposals and presentations for clients, engaging stakeholders at all organizational levels, including C-Level executives.
- My role involved efficiently coordinating tasks between the client and internal teams, spanning operations, recruitment, training, development, workforce management, and more.
- I oversee the revenue of the account, lead commercial discussions, and set/negotiate prices for both existing and new business.
- I actively contribute to quarterly QBRs with the entire APAC and Global teams, engaging in best practices.

## 5. Webhelp APAC (February 2014 to June 2017)

**Position Title:** *Account Management Specialist, Google Project*

**Responsibilities:**

- Responsible for Google partners and direct customers (Large and Mid-market accounts) in the APAC region.
- I fostered strong collaboration between Google and partner community to enhance relationships and drive results.
- My responsibilities included securing renewals for existing customers' product licenses and strategizing for upselling and cross-selling opportunities to maximize revenue.
- I organized and execute campaigns to promote both existing and new Google products.

## 5. Singtel- Singapore Telecommunications Limited (February 2012- January 2013)

**Position Title:** *Senior Technical Consultant*

**Responsibilities:**

- Helped customers by addressing technical issues.
- Conducted detailed troubleshooting for home WiFi configurations, resolving connection issues, and ensuring an uninterrupted internet experience for users.
- Played a critical role in handling smartphone-related issues, offering solutions for backup, restoration, and software errors.
- I built positive relationships with customers, ensuring satisfaction through effective technical support and clear communication.

## ACADEMIC EXPERIENCE

### 1. Kolegji Heimerer, Kosovo (2023 - Present)

**Position:** Lecturer

**Subject:** Persuasive Technology using Behavior Change

**Responsibilities:**

- Designed and delivered curriculum on persuasive technologies, emphasizing practical applications.
- Engaged students through interactive discussions and real-world case studies to deepen comprehension.
- Developed and assessed assignments, projects, and evaluations to measure student understanding.
- Stayed current with industry trends, integrating the latest advancements into the teaching material.
- Mentored students on research projects, fostering critical thinking and innovation in the field.

## LANGUAGES

(Proficiency: 0=Poor - 10=Excellent)

Language	Spoken	Written
English	10	10
Albanian	10	10

## INTERPERSONAL

- **Versatile Team Player:** Proficient in both team collaboration and independent work.
- **Cultural Sensitivity:** Effective communication with individuals from diverse cultural backgrounds.
- **Adaptive and Responsive:** Skilled at adapting and excelling in dynamic work environment.

## INTERESTS/HOBBIES:

- Gym; Swimming; Traveling & Socializing; Reading & Research; Charity Activities.

## ACADEMIC PUBLICATIONS

- A Holistic Approach of Reassessing University Industry Collaboration in Malaysia from the Change Readiness Perspective" (Source: <https://drive.google.com/file/d/0B8-BHlwHw1LtY0tNZDZ5YnVpdmc/view>)
- A critical Review and an Assessment of University Industry Collaboration from the Readiness Perspective" (Source: <https://jurnalkemaniaan.utm.my/index.php/kemaniaan/article/view/119>)