MUHAMMAD AHSAN

Business Development | Lead Generation

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PROFILE

Business Development professional with experience in **B2B lead generation and prospecting across U.S. and Saudi Arabian markets**. Skilled in researching potential clients, LinkedIn and email outreach, identifying business opportunities, and arranging meetings with decision-makers. Familiar with software development, AI, cloud, and digital solutions.

PROFESSIONAL EXPERIENCE

Business Development Associate 03/2026 – Present
PureLogics
- Research potential business clients across the **U.S. market**, focusing on **healthcare, fintech, retail, logistics, and education**.
- Identify relevant decision-makers and conduct personalized outreach through **LinkedIn Sales Navigator and email**.
- Arrange **discovery meetings** and identify potential opportunities for **software development, AI, and digital solutions**.
- Work with internal teams to understand client requirements and present relevant services to potential customers.

Lead Generation Executive 01/2025 – 02/2026
Narsun Studios
- Supported **business development in the Saudi Arabian market**, focusing on opportunities related to **Saudi Vision 2030**.
- Researched potential clients across **government, aviation, real estate, smart cities, and infrastructure** sectors.
- Identified prospects and arranged meetings with organizations including **Kinan, King Salman Park Foundation, and Azhar Holding**, as well as stakeholders associated with **The Rig and King Salman International Airport**.
- Reached out to senior-level contacts at **Turkish Airlines, Emirates, flydubai, and flyadeal**, supporting virtual and on-site meeting arrangements.
- Researched major Saudi projects, including **NEOM, The Line, The Rig, Qiddiya, Diriyah Gate, King Salman International Airport, and Red Sea Global**, to identify opportunities for **AI, Digital Twin, and immersive technology solutions**.
- Supported senior business development team members with **prospect research, solution positioning, and proposal preparation**.

EDUCATION

Bachelor's in Software Engineering
The Superior University

Intermediate in Pre-Engineering
Concordia Group of Colleges

SKILLS

Core Skills
- B2B Lead Generation & Prospecting
- Cold Email Outreach
- Market & Account Research
- Prospect Qualification
- Client Communication

Communication & Soft Skills
- Business Communication
- Strategic Networking
- Presentation & Pitching Skills
- Cross-Cultural Communication

Tools
- LinkedIn Sales Navigator
- Apollo.io & Skrapp.io
- ContactOut
- HeyReach & LGM
- HubSpot

LANGUAGES

- English
- Urdu