

Dr. Hafiz Muhammad Ali

FRSA, PhD, MSc, MA, BA

SUMMARY

A Ph.D.-qualified research leader with 15+ years of cross-sector experience in digital strategy, entrepreneurship development, business insights, and private sector engagement. Proven track record in designing and executing capacity-building programs, managing multi-stakeholder partnerships, and producing research-driven policy recommendations that support MSMEs, skills development, and inclusive innovation ecosystems. Cited in 650+ industry and academic sources (HBR, MIT, Springer), contributing to thought leadership in economic development, innovation frameworks, and sustainable capacity building. Adept at cross-sector collaboration and engaging scholars, industry leaders, policymakers, and UN agencies to drive research impact. Experienced in synthesizing complex cultural, economic, and technological trends into actionable insights for executive leadership.

PROFESSIONAL EXPERIENCE

Doctoral Researcher in Management, University of Aberdeen, UK 2019 – 2024

- **Research Impact:** Developed a crowdfunding framework projected to improve startup funding acquisition by 20% in emerging economies.
- **Strategic Insight:** Delivered actionable research insights, shaping entrepreneurial policy recommendations that contributed to an estimated \$10 billion in GDP growth.
- **Leadership:** Chaired PGR Management Conferences, mentoring early-career researchers in research methodologies.
- **Recognition:** Delivered research at leading forums, ranking in the top 5% among 250+ participants at the Institute for Small Businesses and Entrepreneurship.

Founder & CEO, Omnicore Agency, Pakistan 2009 – 2021

- **Strategic Growth & Operations:** Scaled a digital marketing agency from startup to six-figure annual revenue by implementing data-driven marketing strategies and optimizing operational workflows.
- **Cross-Functional Leadership:** Managed global teams, collaborating with 20+ partner agencies and 50+ contractors to execute high-impact marketing initiatives.
- **Data-Driven Decision Making:** Developed analytics models that improved ROI tracking, achieving a Domain Rating of 82, and boosted organic traffic to 375,000 monthly visitors.
- **C-Level Engagement:** Advised executives and marketing leaders on strategic planning, content optimization, and digital transformation.
- **Recognition:** Cited in 650+ industry publications (Adobe, Instagram, HBR), policy frameworks (UK, Australia), and 100+ peer-reviewed journals (Springer, MIT).

ADDITIONAL EXPERIENCE

Professional Mentorship, Chartered Institute of Marketing & RSA, USA Nov 2023 – Present

- Guiding industry professionals on strategic growth, business operations, digital transformation, and leadership development.

First Generation Mentorship, American Marketing Association, USA Jan 2024 – Present

- Mentoring first-generation students on academic growth, professional development, and marketing strategy.

EDUCATION

University of Aberdeen, UK	2019 – 2024
Ph.D. Business Management (Entrepreneurship)	
M.Sc., Digital Marketing Leadership	2016 – 2018
UCSC Silicon Valley Extension, USA	2023 – 2024
Marketing Management	
Stanford University, USA	2020 – 2023
Professional Program in Innovation and Entrepreneurship	

CERTIFICATIONS

Disruptive Strategy (Harvard), Generative AI for Executives (Amazon), Generative AI Leader (Google), Mastering Business Models and Value Propositions (Strategyzer), Advanced Communication & Structuring Presentations (Stanford), Using AI in Research Projects (LinkedIn).

THOUGHT LEADERSHIP & INDUSTRY INSIGHTS

Published insights in Entrepreneur, AllBusiness, and Influencive, reaching over 4 million readers (Since 2014).
Selected Industry Articles (7 of 43):
1. Seven Easy Ways to Better Support Your Remote Team (Entrepreneur Magazine, 2022).
2. Five Ways to Keep Your Employees Motivated (Entrepreneur Magazine, 2021).
3. Three Practical Ways to Fund Your Digital Marketing Agency. (YFS Magazine, 2021).
4. The Future of Marketing Automation: 5 Trends You Need to Know (Influencive, 2019).
5. Becoming a Digital Leader in Your Industry (Entrepreneur Magazine, 2018).
6. How Digital Leadership Inspires Staff Productivity (Entrepreneur Magazine, 2018).
7. How to Use Colors for More Effective Landing Pages (CrazyEgg, 2017).

AWARDS & RECOGNITION

Judge	Evaluated submissions at the AMA Collegiate Case Study National Competition Sponsored by Deloitte & Adobe (2024 – 2025).
RSA Fellow	Recognized for advancing social progress and innovation in entrepreneurship and policy (Since 2024).
Winner	Digital Passport named one of the Top Digital Marketing Books of All Time by Book Authority (2019).
Interviewed	The London Economic, Business Leader Magazine, and TGDaily (2018).

PROFESSIONAL MEMBERSHIPS

SINCE	
2024	Fellow, of the Royal Society of Arts
2023	Member, Chartered Institute of Marketing (to be Fellow)
2023	Member, American Marketing Association

TECHNICAL SKILLS & PLATFORMS

Programme & Collaboration	Slack, Microsoft Teams, Asana, Monday.com, Notion, Tableau
Research & Development Tools	NVivo, ATLAS.ti, Mendeley, EndNote, Google Analytics (GA4), WordPress
Communication & Personal	Canva, Content Optimization, Reading, Journaling, Photography