

# Nabeel Khudabux

STRATEGY & GROWTH LEADER

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## Experience

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**Director, Strategy & Growth | Launchcode Inc.**

**Present**

- Responsible for leading the development and implementation of strategic initiatives and products that drive the growth, efficiency, and expansion of the organization. Increased key KPI by 624%
- Work closely as part of the executive team to identify new business opportunities, build partnerships, and lead cross-functional teams to create innovative solutions to complex challenges
- Provide both strategic and tactical leadership across large-scale internal and external projects and engagements

**Director, Marketing & Social Impact | STRAAD Inc.**

**2022 – 2023**

- Reporting to the Chief Executive Officer, leading the strategic design and execution of STRAAD's growth initiatives
- Oversaw and led brand management, business development, talent attraction, and CRM teams across several cross-functional business units spanning management consulting, product development, media, and events
- Drove the social impact strategy behind STRAAD across the corporation and in support of our broader organizational purpose

**Strategy & Operations Leader, Management Consulting | KPMG LLP**

**2022 – 2022**

- Led a national team responsible for development and implementation in areas including corporate strategy formulation, business planning, market research and evaluation, product and/or service development, positioning & implementation for the management consulting practice - across all Management Consulting products and services
- Drove cross-functional collaboration to create and implement strategies and ensure alignment of all stakeholders
- Oversaw the amalgamation of business development, strategic partnerships, mergers & acquisitions teams, and management of the P&L (profit & loss). Developed and executed strategy & operations, strategy execution and stakeholder management strategies. Grew revenue generation and pipeline metrics by 32%

**Strategy & Competitive Intelligence Leader | KPMG LLP**

**2021 – 2022**

- Reported to the Leader of KPMG Canada's National Advisory Business Unit
- Spearheaded & implemented critical strategic initiatives / projects spanning Advisory's priorities, with a focus on Competitive Intelligence and Growth
- Led and oversaw project management from kick off to delivery and provided proactive status updates to program owners and leadership. Grew net new business unit by 300%
- Developed high-quality program deliverables, leading robust implementation and change management action plans

**Associate Vice President and Leader, Business Development | KPMG LLP**

**2020 – 2021**

- Reporting to the Regional Managing Partner and Business Unit Leader
- Developed strategic relationships with executives (C-Suite) that achieved KPMG's growth plans
- Creation and oversight of strategic growth plans in support of all of KPMG's business units (Audit, Tax, Law and Advisory)

## **Education**

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**McGill University**

**2015**

Major: Accounting | Major: Marketing

## **Volunteer & Board Experience**

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**Director | Alberta Soccer Association**

**2021 – Present**

Director - at - large on the board of directors for the Alberta Soccer Association (ASA), the province's largest individual sports association with over 100,000 members. Governance Committee (Member). Finance Committee (Member). Promotions & Marketing Committee (Chair).

**Director | Aga Khan Foundation Canada**

**2018 – 2020**

Responsible for identifying and developing strategic business/philanthropic relationships with organizations in Calgary and surrounding areas. Focused on leading the development of new opportunities that supports the AKFC and World Partnership Walk's overall growth strategy. Working closely with multiple teams to achieve established goals and implement business development initiatives that maximize and grow the AKFC and WPW footprint.

## **Languages**

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English – Fluent (native)

French – Fluent