

CURRICULUM VITAE (CV)



1. **RELEVANT DISCIPLINE** : **Business Planning & Development / Proposal Management / Software Development**
2. **NAME** : **SYED AZHAR ALI SHAH**
3. **DATE OF BIRTH** : June 08, 1979
4. **NATIONALITY** : Pakistani
5. **CONTACT & EMAIL** : Mobile # 0092-0332-8094520, 0300-8094520
Email Address: multiartndesign@gmail.com, Skype ID multiartndesign

6. KEY QUALIFICATION:

Extensive professional experience of more than 26 years in the spheres of Business Planning and Development, Software / Web / Android App Development, Market Research and Analysis, Strategic Planning, Sales and Marketing, Lead Generation, Customer Acquisition and Retention, Relationship Management, Product Development and Positioning, Business Growth and Expansion, Proposal Writing & Management, Quality Management, HR Management / Talent acquisition in International market as a freelancer on remote / hybrid and onsite assignments / jobs including Pakistan's top ranking engineering consultancy firms. I have multiple creative capabilities of excellent promotional, motivational, organizational, leadership & negotiation skills, excellent oral, written and interpersonal communication skills, strong presentation skills, have a strong background of advanced Programming Languages, PC and Android based Applications. Ability to use modern communication tools.

7. EDUCATION:

- **BS Software Engineering** from *Virtual University of Pakistan*
- **B.Sc. Computer Science** from *Virtual University of Pakistan*
- **Intermediate with Computer Science (ICS)** from the *Board of Intermediate and Secondary Education (BISE), Lahore, Pakistan*

OTHER TRAININGS / WORKSHOPS & SKILLS:

Trainings / Workshops:

- **Business Procurement and Consultancy** organized by BARQAAB Consulting Services
- **Latest Technologies to Enhance Work Proficiency** organized by BARQAAB Consulting Services
- **Professional Presentation** organized by BARQAAB Consulting Services
- **Strategic Planning and Development** organized by BARQAAB Consulting Services
- **Business Innovations** organized by BARQAAB Consulting Services
- **Business Development and Professional Proposals** organized by National Development Consultants
- **HR & Administration** organized by National Development Consultants
- **Computer Orientations** organized by National Development Consultants

Skills:

- **Programming Languages / Frameworks:** C/CPP, Java, SQL, JavaScript, PHP / Laravel, html/CSS
- **Computer Aided Design Applications:** AutoCAD, Sketchup, Corel Draw, Adobe Photoshop, Adobe Indesign, Canva, VN
- **Computer Professional Applications:** MS Projects, MS Visio, MS Office (MS Windows, Word, Excel, Powerpoint, Access), Adobe Acrobat Professional, Inpage, Internet & E. Mail

8. **LINGUAL COMPREHENSION** :

	<u>Speaking</u>	<u>Writing</u>	<u>Reading</u>
English:	Fluent	Fluent	Fluent
Urdu:	Fluent	Fluent	Fluent
Punjabi:	Fluent	Fluent	Fluent

9. EMPLOYMENT RECORD:

- | | |
|------------------------|---|
| PERIOD | : May 21, 2019 to date |
| EMPLOYER | : Self-Employed (Freelance) |
| POSITION HELD | : Business / IT Development |
| JOB DESCRIPTION | : Major Responsibilities are as under: |

MARKET RESEARCH AND ANALYSIS:

Market Research: Collecting, analyzing, and interpreting data and information about a target market, including its size, demographics, preferences, and behavior.

Competitive Analysis: Evaluating competitors' strengths and weaknesses, strategies, products, and market positioning to identify opportunities and threats in the market.

Market Segmentation: Segmenting the market into smaller, distinct segments based on shared characteristics or behaviors, allowing businesses to tailor their marketing efforts to specific groups.

Market Intelligence: Collecting and analyzing data and information related to a market, providing insights to make informed business decisions.

Competitive Landscape Analysis: Examining the competitive environment within a market, including the strengths and weaknesses of competitors and their market share.

STRATEGIC PLANNING:

Strategic Planning: Setting organization's long-term goals and objectives and determining the best strategies to achieve them.

SWOT Analysis: Conducting SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to assess the organization's internal strengths and weaknesses and external opportunities and threats.

Strategy Formulation: Based on the analysis, planning strategic process and formulating strategies to achieve the defined goals.

Resource Allocation: Effective strategic planning to allocate resources, such as financial resources, human capital, and technology, to support the chosen strategies.

Implementation: Once the strategies are formulated and resources allocated, the next step is the actual implementation of these strategies for business operations, expansion into new markets, product development and other initiatives.

Risk Management: Identifying potential risks and developing contingency plans to mitigate them to ensure unexpected challenges do not derail the organization's progress.

SALES AND MARKETING:

Sales and Marketing: Combined efforts to promote and sell products or services, including activities such as advertising, lead generation, and customer engagement.

Sales Forecasting: Estimating future sales based on historical data and market trends.

Sales Targets and KPIs (Key Performance Indicators): Setting specific goals and metrics that help organizations measure the success of their sales efforts.

Sales Outreach Campaigns: Coordinated efforts to reach out to potential customers through various marketing and sales channels.

Sales Target Setting: Establishing specific sales goals for individuals or teams.

LEAD GENERATION AND MANAGEMENT:

Lead Generation: Attracting and identifying potential customers and leads who have shown interest in a product or service.

Lead Nurturing: Building and maintaining relationships with leads over time to convert them into customers.

Pipeline Management: Tracking and management of leads and sales opportunities through the sales pipeline.

Market Share: Determine a company's portion of the total market sales or revenue within a specific industry or sector.

Sales Process Improvement: Refinement of sales processes to make them more efficient and effective.

Sales Automation Tools: Using software and technology to automate and streamline various sales-related tasks.

Sales Performance Analysis: Evaluation of sales team performance and the identification of areas for improvement.

Sales Territory Expansion: The expansion of a sales team's geographical or market coverage.

CUSTOMER ACQUISITION AND RETENTION:

Customer Relationship Management (CRM): Developing strategies and technologies to manage and nurture relationships with customers.

Customer Retention: Keeping existing customers engaged and satisfied to ensure their continued business.

Customer Satisfaction Surveys: Surveys conducted to gather feedback from customers about their satisfaction with products / services.

Customer Needs Analysis: Analyzing assessment of customers' needs and preferences to tailor products or services accordingly.

Customer Lifetime Value (CLV): Estimating the long-term value of client relationship to the business.

Customer Referral Programs: To encourage existing customers to refer new customers to the business.

PARTNERSHIPS AND ALLIANCES:

Partnerships and Alliances: Collaborating between organizations to achieve mutual goals.

Strategic Partnerships: Establishing valuable alliances with external organizations to achieve mutual growth and success.

Channel Partnerships: Collaborating distribution or sales channels, like retailers or distributors.

Channel Development: Expansion and improvement of distribution or sales channels.

BUSINESS GROWTH AND EXPANSION:

Market Expansion: Pursuit of growth by entering new markets or geographic regions.

Business Expansion: Broadening a business's scope through various means, including product diversification or market expansion.

New Market Entry: Entering and establishing a presence in a previously untapped market.

Business Model Innovation: Development of new approaches / models for conducting business to gain a competitive edge.

Business Diversification: Expanding a business into new industries or markets to reduce risk and increase opportunities.

Business Development Metrics: Measurable indicators used to evaluate the success and progress of business development efforts.

Negotiations: To engage in discussions and reach agreements that benefit both parties involved.

Cross-Selling and Upselling: To make effective strategies for offering additional or upgraded products or services to existing customers.

Key Account Management: Management and nurturing of relationships with major or key customers.

DATA-DRIVEN DECISION-MAKING:

Business Analytics: Data analysis to make informed business decisions.

PERIOD	: July 01, 2015 to February 20, 2023
EMPLOYER	: BARQAAB Consulting Services (Pvt.) Ltd. Lahore, Pakistan (A top ranked Engineering Consultancy Firm which deals with Water & Power Sector Projects)
POSITION HELD	: Business Development / IT Coordinator, BD Division
ASSIGNMENT / PROJECT	: Business Development / Promotional Assignments
JOB DESCRIPTION	: Major Responsibilities are as under: <ul style="list-style-type: none"> • Explore / discover potential business in Water, Power, Infrastructure and IT Development Sectors by different channels i.e. personal endeavors, web portals, professional tender suppliers, print media etc. • Identify and establish strategic Joint Ventures or partnerships for each project / assignment, ensuring a strong technical foundation and fostering collaborative relationships. • Conduct comprehensive market analysis, evaluating market strategies, deal requirements, potential opportunities, and financial viability. Resolve internal priorities to align with business objectives. • Researching organizations and individuals to identify new leads and potential of new projects. • Develop effective negotiating strategies by closely studying the integration of new ventures with company strategies and operations. Assess risks, potentials, and partners' needs and goals to create mutually beneficial agreements. • To review and quality management of Expressions of Interest (EOIs) / Pre-qualifications (PQs) documents. • To review and quality management of Technical & Financial Proposals. • Stay updated and enhance professional expertise by actively participating in educational opportunities, keeping abreast of industry publications, leveraging personal networks, and engaging in professional organizations. • Establish rapport and arrange meetings with potential clients employing effective communication strategies to forge productive relationships. • Actively participate in conferences, meetings, and company events to expand networks, stay informed about industry developments, and foster collaboration. • Proactively engage in targeted cold calling within the market or specific geographic areas to cultivate a robust pipeline of opportunities. Leverage existing networks to meet potential clients and effectively communicate the company's value proposition. • Work with professional, technical staff and other internal colleagues to meet market needs. • Present innovative ideas and services to enhance the company's market reputation and capitalize on existing strengths. • Foster a motivational working environment within the Business Development Team. • To see detailed and accurate weekly progress reports, providing insightful data to track and measure performance. • Deliver business development training and mentoring to business developers and internal staff, ensuring a high level of expertise and skill development across the organization.

- Oversee the development and modification of the Company's Management Information System (MIS) and websites, ensuring optimal functionality and usability.
- Address and resolve IT issues in-house and on ongoing projects, safeguarding operational efficiency and minimizing disruptions.
- Safeguard the organization's value by upholding strict confidentiality standards and protecting sensitive information.

PERIOD	: December 01, 2009 to June 30, 2015
EMPLOYER	: BARQAAB Consulting Services (Pvt.) Ltd. Lahore, Pakistan (A top ranked Engineering Consultancy Firm which deals with Water & Power Sector Projects)
POSITION HELD	: Sr. Executive Business Development / IT, BD Division
ASSIGNMENT / PROJECT	: Business Development / Promotional Assignments
JOB DESCRIPTION	: Major Responsibilities are as under: <ul style="list-style-type: none"> • Explore / discover potential business in Water, Power, Infrastructure and IT Development Sectors by different channels i.e. personal endeavors, web portals, professional tender suppliers, print media etc. • Meet all the requirements to qualify for Expressions of Interest (EOIs) / Pre-qualifications (PQs) and prepare project-specific documents, including tailored CVs and Project Data Sheets. • Prepare Technical & Financial Proposals that align with the requirements of Requests for Proposals (RFPs), including team composition, project methodologies, company experience, and competitive budgeting. • Set ambitious bidding targets and effectively lead the team to meet and exceed them. • Establish rapport and arrange meetings with potential clients via email or phone, employing effective communication strategies to forge productive relationships. • Work with professional, technical staff and other internal colleagues to meet market needs. • Present innovative ideas and services to enhance the company's market reputation and capitalize on existing strengths. • Submit detailed and accurate weekly progress reports, providing insightful data to track and measure performance. • Address and resolve IT issues in-house and on ongoing projects, safeguarding operational efficiency and minimizing disruptions. • Safeguard the organization's value by upholding strict confidentiality standards and protecting sensitive information.

PERIOD	: December 17, 2008 to November 30, 2009
EMPLOYER	: BARQAAB Consulting Services (Pvt.) Ltd. Lahore, Pakistan
POSITION HELD	: MIS Executive, MIS / IT Division
ASSIGNMENT / PROJECT	: MIS Assignments
JOB DESCRIPTION	: Major Responsibilities are as under: <ul style="list-style-type: none"> • Collect, organize, and maintain large datasets, ensuring data accuracy, integrity, and security. • Perform in-depth data analysis using tools like Excel, SQL, and data visualization tools to extract meaningful insights from raw data. • Generate regular and ad-hoc reports, dashboards, and KPIs for various departments and senior management. • Identify opportunities for process automation to streamline data collection and reporting procedures. • Create visually appealing and informative data visualizations to communicate findings effectively. • Monitor data quality and proactively address any discrepancies or inconsistencies. • Assist in developing predictive models and forecasting techniques to support strategic planning. • Work closely with cross-functional teams to understand their data needs and provide timely support. • Maintain comprehensive documentation of data processes, ensuring knowledge transfer and compliance with best practices. • Stay updated with industry trends and best practices in data management and analysis to suggest improvements and optimize data-related processes.

PERIOD	: From January 17, 2006 to December 16, 2008
EMPLOYER	: National Development Consultants, Lahore, Pakistan
POSITION HELD	: Business Development Executive, BD Division

ASSIGNMENT / PROJECT : Business Development / Promotional Assignments

JOB DESCRIPTION : Major Responsibilities are as under:

- Explore / discover potential business in Water, Power and Infrastructure Development Sectors by different channels i.e. personal endeavors, web portals, professional tender suppliers, print media etc.
- Conduct comprehensive market analysis, evaluating market strategies, deal requirements, potential opportunities, and financial viability. Resolve internal priorities to align with business objectives.
- Researching organizations and individuals to identify new leads and potential of new projects.
- Meet all the requirements to qualify for Expressions of Interest (EOIs) / Pre-qualifications (PQs) and prepare project-specific documents, including tailored CVs and Project Data Sheets.
- Prepare Technical & Financial Proposals that align with the requirements of Requests for Proposals (RFPs), including team composition, project methodologies, company experience, and competitive budgeting.
- Stay updated and enhance professional expertise by actively participating in educational opportunities, keeping abreast of industry publications, leveraging personal networks, and engaging in professional organizations.
- Establish rapport and arrange meetings with potential clients via email or phone, employing effective communication strategies to forge productive relationships.
- Actively participate in conferences, meetings, and company events to expand networks, stay informed about industry developments, and foster collaboration.
- Proactively engage in targeted cold calling within the market or specific geographic areas to cultivate a robust pipeline of opportunities. Leverage existing networks to meet potential clients and effectively communicate the company's value proposition.
- Work with professional, technical staff and other internal colleagues to meet market needs.
- Conduct in-depth research to develop a thorough understanding of the company's capabilities and expertise, enabling effective positioning and strategic decision-making.
- Address and resolve IT issues in-house and on ongoing projects, safeguarding operational efficiency and minimizing disruptions.
- Safeguard the organization's value by upholding strict confidentiality standards and protecting sensitive information.

PERIOD : From, August 16, 1997 to January 16, 2006

EMPLOYER : National Development Consultants, Lahore, Pakistan

POSITION HELD : HR & Admin Assistant / Officer, HR / Admin Division

ASSIGNMENT / PROJECT : Various HR, Administrative & Secretarial Assignments

JOB DESCRIPTION : Major Responsibilities are as under:

- Assist in the recruitment process by posting job openings, screening resumes, and scheduling interviews.
- Conduct new employee orientations and assist with onboarding activities, including paperwork and training.
- Maintain accurate and up-to-date employee records, including personal information, attendance, and performance evaluations.
- Handle confidential employee documents and information with discretion.
- Prepare and maintain HR-related documents such as offer letters, contracts, and HR policies.
- Ensure compliance with labor laws and company policies and assist with audits when necessary.
- Assist employees with benefit enrollment and inquiries.
- Manage leave requests and maintain leave records.
- Provide general administrative support, including managing office supplies, scheduling meetings, and handling correspondence.
- Assist in event planning and coordination.
- Coordinate travel and accommodation arrangements for employees and guests.
- Oversee office maintenance and liaise with vendors for repairs and maintenance.
- Handle employee inquiries and concerns, escalating complex issues to HR manager when necessary.
- Prepare reports related to HR and administration as required by management.
- Assist in monitoring and ensuring compliance with company policies and regulations.