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Date of Birth: January 1969



Dr. AWAIS E SIRAJ

Capacity Building and Management Process Consultant

Not for Profit Value Addition and Capacity Building in Society

- Entrepreneurship and New Venture Creation
- Research, Innovation and Commercialization
- Value Addition of Goods and Services to Generate Economic Rents
- Market Research/Business Feasibility
- Industry – Academia Linkages
- Advisory and Consultation on Market Value Chain
- National and International Market Access
- Advocacy on Entrepreneurial Ecosystem Activation

Education

2013 University of Leicester, United Kingdom

Masters in Social Sciences (MSocSci)

- Labor Market Studies
- Vocational Training and Capacity Building
- Entrepreneurship and Society

1997 University of Strathclyde, Glasgow, United Kingdom

Master of Business Administration (MBA)

- Strategic Business Management
- Strategic Marketing Management

1994 King Edward Medical University, Lahore, Pakistan

Bachelor of Medicine and Bachelor of Surgery (MBBS)

Projects in Social and Corporate Sector

1. UNAIDS – Opioid Substitution Therapy (Supply Chain and Scale-up)
2. CESSD (AusAID) – Capacity Building for top and middle management
3. British Council (IP3 Project) – Assessment Center for Recruitment
4. Multiple Sclerosis Research and Patient Welfare Trust
5. PTCL – Assessment & Development Centers – Middle Management
6. Nayatel – Strategy and Balanced Scorecard
7. MIA Corporation – Strategy and Balanced Scorecard
8. Depilex Smileagain Foundation – Capacity Building of Acid Burn Victims
9. Qaiser Siraj Memorial Trust – Public Health and Family Planning

Co – Curricular Activities

- Member HEC Committee of experts on Innovation Entrepreneurship and Research Commercialization
- Member National Science Foundation, Technical Committee on Biotechnology.
- Member National Business Schools Accreditation Committee, Higher Education Commission, Pakistan.
- Member Expert Committee on Medical Devices, Drug Regulatory Authority Pakistan
- Lead organizer for Bahria – HEC Conference on “Marketing Life Sciences Research: Addressing Unmet Needs in Healthcare” May 21 – 23, 2008, Karachi.
- Lead organizer for Bahria – HEC Workshop on Research and Drug Development, March 11 – 12, 2008, Islamabad.
- Lead organizer for Bahria – HEC Workshop on Future of Multiple Sclerosis and Beta Interferons in Pakistan, March 13, 2008, Karachi.
- Lead organizer for Bahria – HEC Workshop of Clinical Research in Life Sciences and Its Industrial Implications, Nov. 7 – 8, 2007, Karachi.
- Initiator and Chief Operating Officer of Executive Training at Leadership Development Center at Bahria University, Islamabad
- Conceptualized, designed, and actively facilitated in the initiation of MBA in Pharmaceutical Business Management at Bahria University, Karachi Campus in Spring 2008

Speaker by Invitation

- University of Punjab, Lahore.
- Thames Business School, Islamabad.
- NUST Consulting, Islamabad.
- Marketing Association of Pakistan.
- Lahore University of Management Sciences, Lahore
- National Defense University, Islamabad.
- ASK Development, Islamabad
- COMSATS Institute of Information Technology, Abbotabad Campus
- National Commission for Rural Development, Islamabad
- COMSTECH, Islamabad.
- Quaid e Azam University, Islamabad
- PIMSAT, Karachi.
- NUST Business School, Islamabad.

Professional Experience

Managing Director/CEO June 2007 to date
Genzee Solutions Islamabad (www.genzeesolutions.com)

- Specialized Management Training and Consulting in Strategy, Strategy Maps, Balanced Scorecard, Competency Based Interviewing, Competency Based Performance Management, Competency Based Employee Development, Assessment Center Design and Delivery
- International Collaboration with The Palladium Group (Strategy and BSC originators), 2GC (Performance Management Company), Aronagh Consulting of UK and Avenue College, UK
- Client base included Corporates, NGO's and Public Sector Organizations
- Focus on management processes

Assistant Professor of Strategy September 01, 2007 to Feb 4, 2011
Department of Management Sciences, Bahria University, Islamabad

Chief Operating Officer of Leadership Development Center & Assistant Professor of Strategy September 1, 2008 to August 31, 2009
Bahria University, Islamabad

Achievements:

- Conceived, planned and executed the idea of developing an executive training and development center within Bahria University
- Established Leadership Development Center as a premium training house.
- Organized a range of training workshops for diversified managers from government, non – government and corporate sector.

Assistant Professor

September 1, 2006 to August 31, 2007

Department of Management Sciences, COMSATS Institute of Information Technology, Islamabad.

Sales Manager

March 1, 2006 to August 31, 2006

Boston Scientific Middle East S.A.L. (Offshore), Beirut, Lebanon

Role

Representative of Boston Scientific Middle East in Pakistan managing business through local partners

Responsibilities

Facilitating local partners in:

- Logistics and Operations
- Business Development
- Sales Management
- Technical Expertise and Knowledge dissemination
- KOL Relationships (Development and Cementing)
- Performance planning and monitoring
- HR Sourcing, Development and Deployment
- Resource Utilization
- Management of Key Accounts
- Incorporation of local stakeholders in international marketing activities of BSC.
- Lobbying for market development

Business Unit Manager

April 01, 2003 to Feb 18, 2006

SCHERING Asia GmbH, Lahore, Pakistan

Achievements

- Launched two specialized drugs within Q 1 of new responsibility.
- BU size doubled in less than three years.
- Developed the capacity of the organization to import and market highly specialized, expensive and orphan drugs
- Developed and nurtured a team of 'scientific-relationship' believers.
- Traveled extensively to establish meaningful networks of customers.
- Managed the 'usual' responsibilities of marketing and sales function with a strategic focus and a vigilant eye on cost Vs sales ratio.
- Streamlined the strategic direction of the Business Unit in accordance with corporate position and local environment.
- Devised customer 'locking' concepts and strategies.

Medical & Regulatory Affairs Manager

Mar 12, 1999 to Mar 31, 2003

SCHERING Asia GmbH, Lahore, Pakistan

Achievements

- Planned, designed, conducted, initiated, organized, monitored and reported Clinical Trials and Post Marketing Surveys.
- Recorded, reported & evaluated all Adverse Drug Reactions..
- Helped marketing team in archiving of scientific information.
- Scrutinized all promotional material in order to assure its consistency with SAG standards and IFPMA code of conduct.
- Handled all scientific & medical queries of field force or customers.
- Initiated internal and external processes that lead to timely registration of new drugs.
- Archived all registration material and its variations.
- Archived and updated the trade and patent situation of Schering's drugs in Pakistan.
- Managed all regulatory affairs and corporate affairs independently.

Product Manager 10th Dec 1997 to 30th Sept 2001
SCHERING Asia GmbH, Lahore, Pakistan

Achievements

- Designed and facilitated in the implementation of marketing strategies for a range of strategic as well as non strategic products, constituting more than 30% of the company's total business.
- Conceptualized and fabricated effective promotional campaigns.
- Evaluated target markets and selected the right target group.
- Prepared Marketing Plans of new products.
- Planned, organized and controlled annual promotional budgets.
- Closely monitored competitors' activities.

Business Executive 1994 – 1996
Zulfiqar Business Impex Islamabad, Pakistan

Achievements

- Negotiations with the public sector
- Explored new ventures for tender business
- Hunt for worldwide suppliers of goods and services.
- Effectual communication with new and existing customers.

Professional Memberships

1. Member, Pakistan Medical and Dental Council, Pakistan.
2. Member, Alumni Association, King Edward Medical College, Lahore.
3. Member, Alumni Association, University of Strathclyde, United Kingdom.
4. Associate, Scottish International Resource Project, 1996-97, Scotland.
5. Member, Pakistan Association of Pharmaceutical Physicians, Karachi, Pakistan.
6. Member, Marketing Association of Pakistan
7. Member Human Resources Forum, Islamabad.

Short Courses

1. Basic Training on GCP and Monitoring" Berlin, Germany.
2. Strategic Leadership Program, Singapore. (Schering tailored program)
3. Comprehensive Cardiac Catheterization Training by Boston Scientific.
4. Basic Training on Cardiology and Angiography/Angioplasty Devices by Boston Scientific, Nanterre, France.
5. High Performance Sales Management, Boston Scientific In-house training course, Frankfurt, Germany.

References

Both academic and professional references are available if desired.

Publications

1. Siraj Awais E., Khan H. G. Ali, "The Art of Pharmaceutical Selling", VDM Publications, 2011 ISBN 978-3-639-33504-0
2. Siraj Awais E., Scenarios for Biotech Drugs in Developing Countries, Iranian Biomedical Journal, Volume 1, Supplement 1, November 2007, 6 – 2 – 10264, p326
3. Khan H. G. Ali , Siraj Awais E, Sultana A., Constraints of Management Dynamics of Higher Education in Pakistan, Global Journal of Management and Business Research, Vol. 10 Issue 9 (Ver 1.0) December 2010, p2-6
4. Khan H. G. Ali, Ahmed A., Siraj Awais E, Impact of Rising Prices of Fertilizers on Crop Production in Pakistan, Global Journal of Management and Business Research, Vol. 10 Issue 9 (Ver 1.0) December 2010, p54-61
5. Khan Zahid A., Khan H. G. Ali., Siraj Awais E., Importance of School Based ICT Curriculum and Career Counseling in Pakistan, International Journal of Humanities and Social Science, Vol. 1, No. 2, 2011
6. Khan H. G. Ali., Khan Zahid A., Ahmed A., Siraj Awais E., Financial Sector Development and Poverty Reduction, Global Journal of Management and Business Research, Vol. 11, Issue 5, Version 1.0. April 2011 p59-62
7. Khan H. G. Ali, Sultana A., Siraj Awais E., Consanguinal Marriages in Pakistan: A Tradition or A Cultural Politics and Possible Management Measures? Canadian Social Science Vol. 7, No. 1, 2011, pp. 119-123
8. Janjua Z., Siraj Awais E., Khan H. G. Ali., (2014) Transferability of HRD Practices Across Cultures, Pensee Journal (ISSN: 0031-4773) Vol. 76, Issue. 8. (in print)