

Saira Tajdar

Parwan-II, Kabul, Afghanistan. +93 787551792, email: saira.sajad@yahoo.com

OBJECTIVE

I believe in devotion to work hard and testing my professional knowledge, experience and capabilities in creating opportunities in any competitive and cross cultural environment to add competitive advantage.

PRIMARY SKILLS

10 years of Professional Experience in Project Design & Management, Leadership, Training & Coaching, Research, Consultancy, Capacity Building Planning & Organizing, Corporate Governance, Marketing, Women Empowerment, Gender Mainstreaming, Monitoring & Evaluation, Business Plan and Proposal Writing, Competency Based Demand-driven Curriculum Design & Training Delivery with Developing & Implementing Market-driven Business Development Solutions.

LOCATION OF EXPERIENCE

Afghanistan, Pakistan & United Arab Emirates

PROFESSIONAL DESCRIPTION / COVER LETTER

I have rich and diversified experience of 10 years in the field of Project Management, Research, Marketing Management, Capacity Building, Curriculum Development, Corporate Governance, Teaching & Training, project proposal & business plan writing & private sector & enterprise development both in Afghanistan & Pakistan with sufficient exposure in cross cultural environment. I have completed course work of PhD in Marketing and as a PMP (Project Management Professional), I have innovative and unique project design and management techniques that provide winning edge to the organizations.

In my strategic roles played in different organizations, I served devotedly & brought synergetic long term opportunities for the organizations, provided ongoing management of project activities and demonstrated unbelievable initiatives and strong dedication towards my duties. Specifically, I worked on writing Technical Proposals, Business Plans, Capacity Building Plans, Competency based demand driven Curriculum development, Project Interim & Completion Reports, Market Research Survey Reports, Value Chain Analysis, Company Policies & Strategies, Marketing Plans, Design & Implement Promotional Campaigns, Design & Implement Project Plans, Maintain Stakeholders' & Public Relationship. I worked closely being a Focal Point to liaison with Donors especially with **U.S Agency for International Development (USAID)/AWDP, USAID/FAIDA, USAID/Chemonics, USAID/ABADE, USAID/DAI, USAID/ADF, UN-Women, UNDP, UN-Habitat, DFID, ABIF, European Union (EU), Tawanmandi, Hand in Hand, Good Weave, ETC Netherland, US Embassy, Finland Embassy, Dutch Embassy & Swedish Embassy**. I also worked closely with relevant ministries especially with **Ministry of Women Affairs (MoWA), Ministry of Labor & Social Affairs (MoLSA)** and other implementing partners & sector specialists during implementation of projects.

I have implemented several donor funded projects during my professional career including "Management & Administration Training for ERAW Commission Members in 10 Provinces of Afghanistan" funded by UN-Women, "Capacity Building Training for Women Cooperatives in Heart & Kabul" funded by USAID/ADF, "Legal Training for ERAW Commission Members in 10 Provinces of Afghanistan" funded by UN-Women", "Conducting Market Assessment & Capacity Building Trainings for Boumi Company in Kabul" funded by ETC Netherland, "Short term trainings for Women in Private Sector" in Kabul and "Short term trainings of Project Management" in Jalalabad, both funded by U.S Agency for International Development (USAID)/Afghanistan Workforce Development Program (AWDP). These projects served as unique building blocks for enhancing public & private sector's workforce skills & competencies in management, leadership, communication, research, proposal & report writing, business plans and critical thinking. During implementation of these projects, I have made significant contributions to helping organization's build a culture of result oriented & sustainable projects in Afghanistan. I was instrumental not only in the

management of all these projects & programs in the relevant provinces, but have also maintained the success of all those activities over the period of project. My reporting and other deliverables are always on time and I have fulfilled my responsibilities in each position with satisfaction.

I am recognized for creating & managing effective on-demand hosted courses from development through maintenance cycles including presentation, analysis, and problem-solving techniques in executive development programs at different private sector businesses and universities. I have participated in team development projects, utilizing peer reviews and project management skills to drive timely completion of training products. I am also experienced in training and educational methodologies in developing countries in TVET subjects, developing course content for virtual, instructor led classroom, web-delivered trainings, and on-demand hosted courses. I am highly motivated to work hard and succeed in any stressful environment in cross-cutting teams in multi cultural dynamics. I have excellent business and marketing management skills to develop, implement & execute business plans and marketing plans. My fields of expertise are:

- Project Management Professional (PMP)
- Entrepreneurship
- Gender Mainstreaming Advisory
- Curriculum Development
- Developing Business Plans
- Research & Development
- Marketing Management
- Designing Promotional Campaigns
- Human Resource Management
- Strategic Marketing Plans
- Sales Force Effective Management
- Communication & Negotiation Skills
- Strategic Sales Management
- Customer Service & Care
- Value Chain Analysis
- Brand Activation & Management
- Distribution Network Management
- Personal Grooming & Development
- Enterprise & Private Sector Development
- Capacity Building Planning & Implementation

I am also skilled as a Business Consultant and Advisor in analyzing existing operations and implementing the strategies, processes and technologies for improved efficiency. An energetic, multi-tasking executive with intensive knowledge in directing operations, my expertise are in developing strong customer / employee relationships leading to improved retention, increased business productivity and profitability for every type of business.

PROFESSIONAL WORK EXPERIENCE

Sep 2013- Present	Ahad Business Solutions (ABS) <i>International Consultant & Master Trainer (Part Time)</i>	Kabul, Afghanistan
	<ul style="list-style-type: none">• Capacity Building Planning• Technical Proposal & Business Plan Writing• Consultancy for Enterprise & Rural Development• Business Development Planning & Implementation• On Job & Off Job Training Delivery (Need Based)• Competency Based Market Driven Curriculum Development & Customization	
Jan 2014- Mar 2014	Global Partnership for Afghanistan (GPFA) <i>Consultant & TOT Trainer</i>	Kabul, Afghanistan
	<ul style="list-style-type: none">• Capacity Building Planning	

- Field Visits of Women Farmers of Parwan Province
- Consultancy & Business Development Training Delivery to GPFA Staff
- Business Development Planning & Implementation
- Competency Based Market Driven Customized Curriculum Development
- Women Empowerment in Agriculture through Consultancy for Agriculture Products Improvement

Oct 2011- Aug 2013	Kaweyan Business Development Services (KBDS) <i>Director Project & Business Development</i>	Kabul, Afghanistan
	<ul style="list-style-type: none"> • Project Design & Implementation • Stakeholder's Relationship Management • Proposal & Business Plan Writing • Project Progress & Final Reporting • Curriculum Development & Training • Strategic Business Unit Development 	
Mar 2010- Nov 2014	Kardan Development Center (KDC), Kardan University <i>Assistant Professor & Research Supervisor (Evening Program)</i>	Kabul, Afghanistan
	<ul style="list-style-type: none"> • Lecture Preparation & Delivery • Curriculum Development & Training Delivery • Capacity Building & Marketing Planning • KDC Proposal Developer & Founder • Established Debate Club & achieve National & International Awards • Stakeholder's Relationship Management for Potential Opportunities • Event Organizer for various extracurricular activities including New Product Development Exhibition, Effective Promotional Skills Exhibition, Entrepreneurial Gala etc 	
June 2010- July 2013	International Foundation for Electoral System (IFES), (USAID Project) Program Moderator & Trainer	Kabul, Afghanistan
	<ul style="list-style-type: none"> • Program Management & Coordination • Established Debate Club in Kardan University • Curriculum Development & Training Delivery • Capacity Building of Club Members • Prepared, Participated & Achieved National & International Awards • Stakeholder's Relationship Management for Potential Opportunities 	
Nov 2009- Feb 2010	Parneyan Training Centre & Rehabilitation Organization (PTCRO) <i>Capacity Building & Gender Advisor</i>	Kabul, Afghanistan
	<ul style="list-style-type: none"> • Capacity Building Planning • Planning for Gender Equality & Gender Mainstreaming Program • Curriculum Development & Training Delivery • Relief Program Planning & Implementation • Stakeholder's Relationship Management • Technical Proposal & Report Writing 	
Jan. 2008- Dec 2009	Local Governance & Community Development (LGCD), (USAID Project) <i>Capacity Development, Project Management Trainer & Implementation Manager</i>	Kabul, Afghanistan
	<ul style="list-style-type: none"> • Capacity Building Planning • Curriculum Development • Strategic Unit Planning & Implementation • Stakeholder's Relationship Management • Competency Based Market Driven Training Delivery 	

Jan 2007- Dec 2007	Institute of Management Sciences (IM/Sciences) <i>Assistant Professor & Event Manager</i>	Peshawar, Pakistan
	<ul style="list-style-type: none"> • Seminars & Event Management • Stakeholder's Relationship Management • Curriculum Development & Training Delivery • Lecture Preparation & Delivery • Established Entrepreneurship Development Centre (EDC) 	
Dec 2006- Dec 2007	BRAINS College of Science & Technology <i>Program Coordinator</i>	Peshawar, Pakistan
	<ul style="list-style-type: none"> • Team Building & Management • Strategic Business Unit Development • Stakeholder's Relationship Management • Established Department of Business Administration • Marketing Plan Development & Resources Allocation • Established Training Department (Esp PMP Certification Course) 	
Sep 2005- Dec 2006	International Islamic University <i>Assistant Professor & Event Manager</i>	Islamabad, Pakistan
	<ul style="list-style-type: none"> • Seminars & Event Management • Stakeholder's Relationship Management • Established Creative Department • Designed & Practiced Practical Selling Activities Project • Extra-curricular Activities Designing & Implementation 	

ACADEMIC QUALIFICATIONS

2014- 2016	Doctor of Philosophy (PhD) (Marketing Management) Preston University (PU)	Islamabad, Pakistan.
2009 - 2011	Master of Science (MS) (Brand Management) (CGPA; 3.4) Institute of Management Sciences	Peshawar, Pakistan
2008 - 2009	Master in Science (M.Sc) (Economics) University of Peshawar	Peshawar, Pakistan
2005 - 2007	Master in Business Administration (MBA) (CGPA; 3.76) International Islamic University	Islamabad, Pakistan
2002 – 2004	Bachelor in Business Administration (BBA) Gomal University	Dera Ismail Khan, Pakistan

RESEARCH PUBLICATIONS

- "Perceived Risk in Online Business: A Comparative Study of Pakistan and Afghanistan."
- "Customer's Prescription for Foreign versus Local Brands in Pharmaceutical Industry of Pakistan."
- "Management Flaws of Pakistan International Airline (PIA), Pakistan"
- "Stagnant Growth Rate of FM100, Pakistan"
- "Slept & Steeple Analysis of Telenor, Pakistan"
- "Organizational Structure of Pakistan Tele Communication Limited (PTCL), Pakistan"
- "The Communication Flaws of Pakistan Ordinance Factory (POF), Pakistan"
- "Secondary Research on Eurocurrency Markets"
- "Designed Franchising Strategy of Kenny Rogers Roasters"
- "Education Quality of Private Schools in Federal Region of Pakistan"

- “Strategy Development for “Philip Morris” in great Economic & Political Instability.

PROFESSIONAL CERTIFICATION COURSES

- **“Project Management Professional (PMP)”** Certification Preparation Course--2008
- Business Edge **“Training of Trainers (TOT)”** Certificate–World Bank Group, IFC--2011
- Business Edge **“Course Customization”** Certificate–World Bank Group, IFC--2011
- Training Certificate in **“British Parliamentary (BP) Format of Debate”**, USAID/IFES-2010
- Training Certificate in **“International Public Debate Association (IPDA)”**, BTN—2010
- **“Technical Training Workshop on Statistical Package for Social Sciences (SPSS)”** --2009.
- Qualified GAT-General Test scoring 74% from National Testing Service, Pakistan-- 2008
- Qualified GAT-Subject Test scoring 95% from National Testing Service, Pakistan -- 2012

ACHIEVEMENT

Achieve Best Facilitator & Moderator Award of Year 2011 from USAID/IFES and Kardan University.

MAJOR PROFESSIONAL PROJECTS

- Planned & delivered **Business Development Trainings to Small & Medium Enterprises (SME's)** under **MOCI/GIZ** Program implemented by Advanced Business Consultancy (ABC) in May, 2014.
- Planned and delivered **“Business Development TOT Training”** to the staff of **Global Partnership for Afghanistan (GPFA)**, Kabul Branch in Jan-Mar, 2014.
- Arranged **“The First Women Job Fair & Conference in Kabul and participated as a Speaker”** from the platform of Kaweyan Business Development Services (KBDS) in a project funded by USAID/AWDP on June 30, 2013 in Kabul, Afghanistan.
- Proposed and Implemented the **Project of “Short term Trainings for Women in Private Sector (WIPS)”** funded by **USAID/AWDP** & implemented by Kaweyan Business Development Services (KBDS) in Kabul, Afghanistan (Feb 2013-Sep 2013).
- Proposed and Implemented the **Project of “Short term Trainings of Project Management (PM)”** funded by **USAID/AWDP** & implemented by Kaweyan Business Development Services (KBDS) in Jalalabad, Afghanistan (Feb 2013-Sep 2013).
- Designed and Implemented a **Project of training related to Justice & Law for Elimination of Violence Against Women (EVAW) Commission members** in ten (10) provinces of Afghanistan funded by **UN-Women**, implemented by Parneyan Training Centre & Rehabilitation Organization (PTCRO). (November, 2012-- June, 2013).
- Designed and Implemented a **Project of training related to Capacity Development, Administration and Management Skills for Elimination of Violence Against Women (EVAW) Commission members** in ten (10) provinces of Afghanistan funded by **UN-Women**, implemented by KBDS. (October 2012 -- Feb, 2013).
- Worked on the **Development of Website Content and Designing** for several companies including NGO's, Consultancy, dried fruit & food processing etc in Afghanistan and Pakistan (2007-Present)
- Worked on the **Project of Kaweyan Trade Magazine** with the financial Support of **USAID/ FAIDA**.
- Worked for **“Conducting Market Assessment & Capacity Building Trainings for Boumi Company”** funded by **ETC, Netherland** in Kabul, Afghanistan.
- Worked on the **Project of Entrepreneurship Training Center** with the Support of **USAID/FAIDA**, Af
- Designed and implemented **Project of Establishment of Day Care Center** in Mazar-e-sharif, Balkh Province for the children of Women Carpet Weavers, with support of **Good Weave Afghanistan**. (June 2012 – February, 2013).
- Designed and implemented a **Project of training for Women Cooperatives in Kabul & Heart, funded by FAO, Afghanistan** (July 2012).
- Designed and implemented a **Project of training related to Gender Awareness in Kabul and Heart, funded by FAO, Afghanistan**. (January 2012 to March 2012).
- Established **“Kardan Development Center (KDC)”** for the first time in Kardan University (KU) to promote extracurricular activities, designing, marketing & implementing effective Marketing plan.
- Established **“Kardan Debate Club”** for the first time in Kardan University to create best debaters of the world and to promote the environment of debating on different issues.

- Worked as a Program Moderator for three (3) years (June,2010–July,2013) in one of the project of **United States Agency for International Development (USAID)**, implemented by **IFES (International Foundation for Electoral System)**, **Afghanistan** designed for the grooming of universities students by establishing "Debate Clubs" in different Universities on Nationally.
- Arranged & delivered trainings on different topics and areas of business specialization to the **Public & Private Sector** for on job and off job employees in Pakistan & Afghanistan. (2007-Present)
- Arranged **"Seminar on Electoral System of Afghanistan"** by Mr. Zakeria Barakzai; Deputy Director of Afghanistan Election Commission with IFES/USAID in KU in Kabul, Afghanistan.
- Arranged a **"Conference on Importance of Money in Politics"** in collaboration with IFES/USAID on July 11, 2010 in Kabul, Afghanistan.
- Arranged **"Seminar on Women's Political Participation in South Asia"** by Mr. Vasu Mohan; Deputy Director IFES/USAID in KU in Kabul, Afghanistan.
- **Conducted PMP Trainings for Professionals of Irrigation Department** under the project of Secretariat in Peshawar in 2008.
- **"Launched PMP Certification Preparation Program"** in BRAINS, Peshawar, Pakistan in 2008.
- **"Launched BBA & MBA Program"** in BRAINS, Peshawar, Pakistan in 2008.
- **"Training Delivery on Economic Issues** to Professionals of Different Ministries in Pakistan.
- Arranged a **Seminar on "Career Orientation of Graduates"** in IQRA University, Peshawar, 2010.
- Organized a workshop on **"Designing Marketing Plans"** for different leading national and international organizations including **Coca Cola, Searle Pharmaceuticals, Pakistan Telecommunication Limited (PTCL), R-Sheen, Toyota & Honda** in IMSciences in 2009.
- Organized **"Practical Selling activities in IIUI"** for Different Products in Islamabad, Pakistan,2007.
- Arranged **Seminar of Marketing, "Create, Win and Rule"** on different business development ideas in International Islamic University, Islamabad, Pakistan in 2006.
- Arranged **"Conference & National Job fair"** for the first time in the history of International Islamic University, Islamabad, Pakistan in 2006.
- Arranged Training Program organized by NPO on **"Productivity Enhancing & Interviewing Skills"** in Gomal University, Dera Ismail Khan, Pakistan in 2005.
- Arranged Training Program organized by NPO on **"Enhancing Human Productivity and Management Skills"** in Gomal University, Dera Ismail Khan in 2004.

TECHNICAL EXPERTISE

- Full command on **Statistical Package for Social Sciences (SPSS), Quick Book, Corel Draw, & Advance in MS Office & Internet Browsing.**

LANGUAGE

- **Pashto--Native; English & Urdu--Fluent; Arabic & Dari --Working Knowledge**

REFERENCES:

FULL NAME	FULL ADDRESS, TEL. NO. & EMAIL ADDRESS	BUSINESS OR OCCUPATION
Ms. Palwasha Wajdi	House # 04, Street # 10, Taimini Project, District 04, Kabul, Afghanistan. 0093- 784705680 pwajdi@gpfa.org, palwasha.wajdi@hotmail.com	Global Partnership for Afghanistan/ (US NGO) HR / Training & Capacity Building Coordinator
Mr. Adam C LeClair	Wazir Akbar Khan, Kabul, Afghanistan 0093- 705456870 adamleclair@gmail.com aleclair@ifes.org	USAID/ International Foundation for Electoral System (IFES) / Acting Country Director
Mr. Sajjad Ahmad	Parwan-II, Kabul, Afghanistan. 0788800704 Sajad_ims@yahoo.com	Kardan University/ Assistant Professor & Research Supervisor
Ms. Kamila Sidiqi	Taimini, Kabul, Afghanistan Kamila.sidiqi@kaweyanbds.com	Kaweyan Business Development Services (KBDS) Chief Executive Officer (CEO)