

## **Professional Experience**

### **The InVentors**

Senior Manager HR

Sep' 19 till date

- Providing strategic and operational leadership
- Leading change management to develop a performance based culture
- Providing end-to-end solutions for strategic staffing plans, compensation and benefits, training and development, employee and industrial relations

### **Shell Pakistan Limited**

Senior Manager HR

May' 18 to Aug' 19

- First point of contact for all HR related queries
- Leading Reward cycle for SPL
- Heading Pay, Policy and Benefits portfolio for Pakistan
- HR Change Agent for Pakistan
- Assisting in ER/IR activities for the country

### **Unilever Pakistan Limited**

Reward Manager

Jan' 17 to May '18

- Heading Reward for Unilever Pakistan Limited (UPL)
- Leading Reward Cycle through external benchmarking and global reward processes
- Providing best practice expertise in the activation of global reward solutions to attract, motivate and retain employees through competitive, exciting, relevant and cost-effective reward solutions that drive superior performance in the country
- Generating insights into reward dynamics of the talent market in the country
- Ensuring activation of reward strategies, systems, processes, policies and tools in the country
- Engaging with leaders of businesses, categories and functions in the country as well as HR business partners to align their expectations to the global approach on reward
- Responsible for developing local/regional reward strategies, policies, tools and communications by aligning to the regional/local context, the global reward solutions in areas such as base pay, variable pay, benefits, salary structures, reward packages and benchmarking, job evaluations and work level, equity schemes

### **Unilever Pakistan Limited**

HR Business Partner

Aug'15 to Dec' 16

- Leading HR related interventions
- Developing and executing HR and ER strategies
- Supporting manpower planning, recruitment, personal development planning, training need, including robust succession plans and coaching interventions
- Leading policy deployment
- Analyzing development plans of team members and prioritizing development needs
- Managing unionized employees and CBA to implement business thrusts on time
- Managing relationship with contractual staff and service providers
- Implementing effective cost management measures
- Addressing employee grievances and ensuring that the engagement levels of employees are high with full motivation

- Handling all ER and legal issues as per strategic requirement and Factory Act
- Addressing concerns of all relevant stakeholders (Unions and management of the factories, legal representatives and government institutions)
- Managing the CSR agenda at the site
- Driving capability development roadmap of the factory
- Ensuring regular skill gap analysis and identifying training and development needs for factory staff at the plant location
- Driving Engagement initiatives aimed at enhancing productivity at the factory
- Ensuring discipline (including safety discipline) at the site

### **Unilever Pakistan Limited**

Manager Human Resource

Feb'14 to Jul'15

- Heading HR services for key pillars; Recruitment, Learning & Development, Performance & Reward Management and Payroll & HRIS
- Spearheading a team of in-house and outsourced recruitment partners to ensure that the recruitment service is accurately delivered as per strategic requirements.
- Developing and actualizing talent pool through Taleo and succession planning to ensure organization is adequately resourced with quality talent
- Driving diversity agenda in hiring
- Working with Finance to ensure optimum utilization of HR costs and budget. Saved PKR 5.7 million in management of contractual employees (73% cost saving)
- Analyzing causes of employee attrition and devising strategies to curb it
- Facilitating Employer Branding and ensuring Unilever's position as 'Employer of Choice'. Assisting in execution of Management Trainee and T&D programs
- Partnering with business unit leaders to agree the purpose, scope and targets of HR service delivery
- Increasing internal and external hiring satisfaction with recruitment process. Reduced time to offer acceptance by candidates from 60 to 20 days
- Review overall operational statistics and metrics to ensure service quality and delivery. Increased efficiency of service delivery by optimizing team structure
- Aggrandized user satisfaction with HR to 97% by launching several initiatives and empowering employees with self-service tools

### **TRG – The Resource Group**

Manager Human Resource

Jul'12 to Jan'14

Overseeing a team of HR Executives handling all facets of HR division.

Compensation and benefit

- Employee relations
- Government relations
- HR systems and reporting
- Recruitment and selection
- Organization development

Assistant Manager HR

July 2010-June 2012

HR Executive

July 2009-June 2010

Supervisor

July 2008-June 2009

Associate

May 2007-June 2008

## **Achievements and Recognition**

### **Shell**

- Replaced legacy payroll and manual expense systems with a cloud-based solution
- Improved efficiency in operations by automating several processes
- Conducted market study to bridge gaps in existing benefits
- Revamped policy portal to promote ease of access
- Developed feedback mechanism for user experience with HR

### **Unilever**

- Simplified structure at VP and Director levels by removing layers
- Simplified grading as well as benefit structure in the Company
- Landed highest off-cycle increase recorded in Unilever
- Landed change in shares program and increased participation by 200bps
- Received South Asia Superstar award and elected as “inclusive leader” for HR
- Improved work-life balance by reducing late sittings by half
- Reduced manpower cost per ton by Rs. 1,000 as compared to 2015
- Successfully conducted workshop on wellbeing for multiple sites
- Reduced overtime cost by 59%
- Eliminated discrimination by introducing same uniforms for all categories of workers in line with Unilever’s principles
- Reduced absenteeism by 73%
- Prevented ER situation by successfully challenging formation of illegal union in court
- Implemented biometric attendance system to replace manual card punching
- Challenged TMA’s challan reducing the penalty by PKR 4.2 million
- Implemented performance based reward system for factory staff
- Closed over 120 positions while reducing recruitment budget by 100%
- Increased gender diversity by 25% and proactive resourcing from 10% to 40%
- Increased efficiency of service delivery by optimizing team structure

### **TRG – The Resource Group**

- Successfully conducted 5 day workshop on Management 101
- Introduced and developed dashboard for recording HR KPIs
- Successful launch of HRIS to replace manual work
- Voted most popular employee of the year 2010
- Saved PKR 1.5 million 2009 through different measures
- Organized annual employees’ day function in 2011 and 2010

## **Education**

**Institute of Business and Technology (BIZTEK)**

**2010**

MBA (Bi-Majors: MIS and Banking & Finance) - Bronze Medalist

**Institute of Business and Technology (BIZTEK)**

**2009**

BSc (Hons.) Computer Sciences - Gold Medalist