

With a solid foundation in **corporate customer care at Jazz (Mobilink)** and over a decade of senior leadership experience in **hospitality and membership-driven institutions**, I bring a unique blend of strategic, operational, and people-focused capabilities to enhance customer journeys, service performance, and brand loyalty.

Telecom Sector Experience – Jazz (Mobilink)

- Began my career as a **Corporate Account Manager**, managing the end-to-end service portfolios of **30+ major companies**, ensuring client satisfaction and retention.
- Promoted to oversee **nationwide performance evaluation** of Corporate Account Managers across four key regions, in addition to managing high-profile **corporate events, golf tournaments, and loyalty programs**.
- Transitioned to the **Business Intelligence (BI) team**, where I:
 - Led **dormant user revival strategies**
 - Designed **competitive promotional offers** to enhance ARPU
 - Analyzed **customer behavior and brand loyalty** across lifecycle stages
 - Headed **nationwide customer care budgeting**, including procurement and payments
- Elevated to **Operations Manager – Customer Experience Centers, Lahore**, where I led multi-functional service hubs offering billing, SIM and handset sales, status changes, and corporate support.
 - Achieved **#1 nationwide performance ranking twice** among all service centers across Pakistan.

Construction & Mall Management

A Land Developer group operating countrywide since last 15 years through its subsidiary SECP registered companies of Project planning, Construction, Marketing and Sales adopting best practices of Project Management and Sustainable development.

Reported to Chairman/CEO

Key Responsibilities

1. Developing of policies, procedures, and formalize operations for property management, development, and construction
2. Developing the metrics for growth, and ensure that operations are running smoothly and meeting benchmarks
3. Oversee implementation of strategy for the company through facility management
4. Ensure that employees are given proper resources for personal and professional growth
5. Responsible for the **tenant mix planning** for all nation side malls which included:
 - **Tenant Mix Planning** a strategically selecting and placing different types of stores, restaurants, and entertainment options to create a balanced and attractive shopping experience.
 - **Mall Leasing** lease management for retail spaces to various brands and businesses.
 - **Anchor Tenant Acquisition** securing major brands or flagship stores that attract foot traffic.
 - **Retail Space Optimization** ensured the right distribution of retail, food, and entertainment zones to maximize customer engagement.

Hospitality Sector Leadership

- Served as **General Manager** at the prestigious **Model Town Club, Lahore, Gymkhana, Lahore, Kinara hotel, Gujrat, Head of Guest Services Royal Swiss Hotel, Lahore, Rooms Division Director, Marketing & Communication Head, PC Lahore, Guest Relations & Public Relations Manager, PC Bhurban**, managing overall operations, member engagement, F&B, and events.
- Designed and implemented **customer-centric strategies**, training programs, and service standards across front office, guest services, and back-end operations.
- Worked as a senior **hospitality trainer and consultant**, delivering soft skills, F&B, and front office training at leading institutions such as **COTHM**, and spearheaded pre-opening plans for resorts and hotels.
- Played a lead role in **member growth, loyalty programs, club digitization, and CRM improvements** to enhance guest satisfaction and operational efficiency.

Core Strengths

- Customer Lifecycle Management & Retention Strategy
- Loyalty Programs, CRM, and Data-Driven Decision Making
- Customer Experience Design & Operational Leadership
- Staff Training, Performance Evaluation & Culture Building
- Budget Management & Strategic Planning
- Event Management & Corporate Relationship Building