**Career Summary**

Over 17 years of managerial and leadership experience in field of Business Administration, Strategic Planning, Key Account Management, Quality Management System, Training, Team-building, Policy Development, Public Relations, and Industrial Linkages in Chemical, Pharmaceutical, Health Care and Education Sector.

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| **Academic Qualification** | **M.Phil. Human Resource Management (2017)**  Iqra University, CGPA 3.19  Research Thesis “To identify Service-Quality Gaps in Banking Sector of Pakistan, A Comparative study of Local and Foreign Banks” |
| **MBA, Marketing (2005)**  Karachi University Business School with 3rd Position and GPA 3.63 |
| **M.Sc. Chemistry (Analytical, 1999)**  University of Karachi with 1st Division |
| **B.Sc. Microbiology, Chemistry, Biochemistry (1997)**  University of Karachi with 1st Division  **H.S.C. Pre-Medical (1994)**  D.J. Sind Government Science College, Grade B  **S.S.C.-Science (1992)**  St. Patrick’s High School, Grade A |

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| Professional **Qualification** | Successful Participation in “International Train the Trainers” program  held from October 11-13,2012 at Karachi-Pakistan by Australian Centre  for Education and Training, Melbourne in collaboration with Asian Competitiveness Institute, Pakistan |

Professional Experience

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| **December 2016 – till to date** | **Manager Marketing and Communications** |
| **The Institute of Chartered Accountants of Pakistan** |
| **Job Description** | * To assist Director Marcom in developing strategic marketing plan addressing critical issues related to marketing and communication including campaigns, events, digital and social media marketing and public relation * Content Development for brand management, internal brand and reputational risk management communications * Brand image management, senior leadership communications development * Partnership development with the corporate industry focusing on brand development and awareness * Media and PR Management * Creating online and social media guideline * Brand Management and annual marketing strategy development * External communications management and strategy development * Managing the Facilitation Centre * Conferences and Event Management |

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| **Jan 2015 – November 2016** | **Incharge Director**  **Office of Research, Innovation and Commercialization (ORIC)**  **&**  **Manager University Industry Linkage (BPS-19)** |
| **Sindh Madressatul Islam University (SMIU)** |
| **Job Description** | * To develop, expand and manage the university’s research program as well as to link the research activities with the social and economic priorities of the industry. * Establish and strengthen formal relationship with International, National Donor Agencies, Industries, Universities and Non-Governmental organizations for the purpose of research funding and collaboration * Development and execution of internal staff engagement communications in line with the communications guidelines and policies * Liaise and collaborate with media outlets for university programs * Linkages with Corporate Sector |

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| **June 2014 – December 2014** | **Manager Marketing & Development** |
| **Chiniot General Hospital (Health Care Organization)** |
| **Job Description** | * To support Medical Director & Trustees in hospital’s strategy development * Deriving change management communications with the HR team for staff and hospital developmental goals * Adding value to the enterprise by marketing the Hospital’s image * Building linkages and soliciting donor interest for the Hospital’s development plan |

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| **May 2008 – May 2014** | **Product Manager and Regional Manager** |
| **Merck Private Limited** |
| **Job Description** | * Work with Regional / Global Lead in order to ensure correct synergies between local needs and regional activities * Create country communications on bran values, sustainability, learning and development * Working with country’s management team to develop communications (staff and brand) which supports the organization vision and clarifies the company narrative within the country * Execute communication strategies for the portfolio. Working with the team in driving the communication agenda * Industrial marketing including after sales service support * Business Unit ISO Coordinator * Merck Web Content Management * Training of office and sales staff |

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| **August 2006 – April 2008** | **Deputy Director Marketing & Officer In charge Recovery (BPS-18)** |
| **Pakistan Standards & Quality Control Authority**  **(Ministry of Science and Technology)** |
| **Job Description** | * Develop external media partnerships and liaise with news outlets for coverage and public relations * Develop content and successful long term content marketing strategies to keep organization presence. * Plan and carry out marketing activities. * Member of Training Committee responsible for **“Examining & Recommending Training Courses for Departmental Candidates”** * Member of Committee responsible for preparing **“Job Description against Each Post of Standard Development Centre”** * Member of **“Documentation & Implementation of the QMS Committee” Conformity Assessment”** * Assigned Additional responsibilities of **“Recovery of Outstanding from Industrial and Manufacturing units”** |

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| **Feb 2005 – July 2006** | **Chemical Promotion Officer** |
| **Merck Private Limited** |

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| **September 2000– Jan 2005** | **Junior Officer Quality Control** |
| **Roche Pakistan Limited** |

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| **February 2000 – August 2000** | **Quality Control Analyst** |
| **Bristol Myers- Squibb** |

**Trainings & Meetings**

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| **✯** 360 degree Leadership | **✯** Event Management Skills |
| **✯** High Performing Leadership | **✯** Environment, Health & Safety |
| **✯** Method Validation | **✯** Process Validation |
| **✯** LIKA-LIMS User Training Implementation Workshop | **✯** Linking PSQCA with Trade & Industry |
| **✯** Web Management for Merck Chemicals | **✯** Lab Safety and First aid |
| **✯** Time Management Skills | **✯** Globally Harmonized System of  Classification and Labeling of Chemicals |
| **✯** Laboratory Information Management System | **✯** Customer Complaint Management / CAPA |
| **✯** Good Manufacturing Practices | **✯** Deviation System |
| **✯** Good Documentation Practices | **✯** Good Laboratory Practices |
| **✯** In-process Control System | **✯** Process and Method Validation |
| **✯** Business Planning Control System | **✯** Vendor-Qualification System |
| **✯** Change Control System | **✯** In-process Control System |
| **✯** Sales Executive Learning Lab | **✯** Sales Force Effectiveness |

International and National Business Tours:

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| **✯** Web Management & Marketing meeting in Germany |
| **✯** Product Positioning meeting in Thailand |
| **✯** Customer & Market Development meeting in India |
| **✯** Travelled throughout Pakistan for Customer Visits, Trainings and Seminars |

Personal Data

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| **Religion:** Islam | **Marital Status:** Married | **Dob**: 25th February 1977 |
| **Nationality:** Pakistani | **Mother Language:** Urdu | **Learned Language:** English |

Strengths:

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| Good knowledge of different business functions | Conflict Resolution | Exposure to multiple industries | Training and Development |

References:

Available on request