

JAMI MOIZ
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Institute of Business Administration, - IBA Karachi Assistant Professor
October 2008 to Present
Department of Marketing & IBA Centre for Entrepreneurial Development

Babson College, Babson Park, Massachusetts USA



August 2010 January 2011

Fellow, Marketing Division

Developing an understanding of teaching entrepreneurship and curriculum development at graduate and undergraduate level.



Institute of Business Administration, Karachi

October 2008 to Present

Asst Professor Department of Marketing



Level 3 Pakistan Limited

October 2005 to Present

Director

A private incorporated company engaged in corporate media production, brand activation and events and organizational development under various brand names.

Responsible for business development and client management.



Television Business Productions Limited

June 2004 – Sept 2005

Vice President Operations

Responsible for Marketing, Sales & Operations along with, driving the launch of CNBC Pakistan, the first round the clock global business news channel, in 2005. Includes:

Defining target audience through qualitative & quantitative market research,

Developing the marketing strategy,

Establishing the channel identity for the target audience,

Working closely with programming to define the right product mix.

Close liaison with Advertising agencies and Media buying houses is imperative for the fulfilment of the job.

Active networking with the captains of industry, bankers, finance leaders and business houses is maintained for knowledge of and leverage key decision makers to drive ad sales revenue.



Unilever Pakistan Limited

Sept 2000 – June 2004

Foods Division - Unilever Bestfoods Pakistan Ltd

May 2002 – May 2004

Trade Marketing Manager

Seamless integration of the Rafhan Bestfoods merger being one of the main objectives of this assignment. Set up and organized the trade Marketing function at UBF. This included:

Defining marketing strategies to enmesh UPL & UBF synergies.

Designing & implementing new brand launches & relaunches.

Developing full year Brand activation plans with execution and evaluation.

Monitoring Channels and enmeshing Marketing activities with trade activation.

Identifying, building and motivating to achieve sales fundamentals for a relatively new and young sales team was critical to success in the market place.

Home & Personal Care Division

Sept 2000 – May 2002

Trade Category Manager – Detergents

Responsible for the trade Marketing needs of Fabric Care: Surf Excel & Wheel,

Skin Cleansing: Lux & Lifebuoy and Household Care: Vim & Magic categories.

These include brand launches and relaunches, channel planning and achieving sales fundamentals via designing and implementing full year brand activation plans for a diverse primary & secondary sales execution team.



Searle Pakistan Ltd

March 1999 – Sept 2000

National Sales Manager – Consumer Products Division

With a brand portfolio of twelve brands, ranging from snack foods like Mars, Consumer Care:

Herbal Essences and Nice n Easy, and Healthcare brands including Canderel, responsible for the

achievement of Sales fundamentals, Distributor management and Sales Systems implementation and business development in the South Asia region and Pakistan.



Procter & Gamble Pakistan Pvt Ltd

Customer Marketing Organization Manager

October 1994 – February 1999

Responsibilities included brand launch planning & execution, interface with marketing & advertising, market research, sales systems development & management and sales analysis. The job required close coordination with other functional groups, mainly Marketing, Market Research, Management Systems, Finance and Product Supply. Key brand launches include

Head & Shoulders, Oil of Ulay, Vicks VapoRub, Pert Plus, Pantene, Ariel and Pampers.

International Brands Pvt Ltd

Area Sales Manager, Rawalpindi/Islamabad

June 1991 to September 1994

Developed a customer base, retailers, wholesalers, institutions and sub-distributors to distribute Procter & Gamble brands both in the main cities and rural towns through developing a dedicated sales team from scratch. This was the main means to winning in the marketplace. Drove the P&G Retail Audit method over a period of three years & managed to increase the business manifold, done primarily by widening the customer breadth & width and new brand launches.

Zelin Pvt Ltd

Marketing & Sales Executive, Islamabad

June 1989 to January 1991

Areas of responsibility included sales of fire alarms and building security systems.

Prism Textiles Pvt Ltd

Marketing Manager, Karachi

November 1988 to June 1989 Responsibilities were to develop markets for export of knitwear to USA, UK, Europe, Japan and Australia.



Hamleys of Regent Street Ltd, London

Manager

March 1985 to July 1987.

Rotations of six months in all major departments of the business including, sales, public relations, marketing, buying, personnel and finance enabled an all round perspective of business management.

Management Trainee

March 1984 to September 1984.

EDUCATION

University	Schiller International University, Waterloo, London.	Master of Business Administration Bachelor of Business Administration 1985 - 1988
College	Cambridge: Cambridgeshire College of Arts & Technology,	Higher National Diploma in Business Studies & Finance 1982 - 1984
	The Government College Lahore	Bachelor of Arts 1978 - 1980
School	Cadet College Hasan Abdal	F. Sc, H. Sc 1972 - 77

TRAINING & DEVELOPMENT

Unilever Pakistan Limited

GMC: General Management Course, Karachi
Advanced Trade Marketing, Bangalore
Number of workshops on managerial skill development

Searle Pakistan Ltd

Sales & Operations Management
Masterfoods (Mars), Dubai

Procter & Gamble Pakistan Pvt Ltd

CBD College I & II, Dubai
CBD College I, Lead Trainer, Pakistan
CBD Systems, Prague
Ariel Launch Training, Cairo
Train the Trainer, Dubai Basic Selling Skills, Karachi

TEACHING

**Institute of Business Administration IBA
Courses delivered at IBA:**

Visiting Faculty, Spring 2007 – Fall 2008
Asst Professor, Fall 2008 – Present
Principles of Marketing, Advertising,
Principles of Management Managerial Policy,
Retailing, International Marketing, Marketing
Management, Media Management Strategic
Marketing

Institute of Business Management IoBM

Visiting Faculty, Spring 2005 – Fall 2008

Karachi

Member Board of Studies - Marketing
Member, Managing Committee for MBA,
Advertising & Communication Management – ACM
Co-Author ACM Curriculum

Courses delivered at IoBM:

Principles of Advertising
Advertising Management
Client Management
Creative Management
Principles of marketing
Marketing Management
Event Management

Bahria University, Karachi
Courses delivered:

Visiting Faculty, Fall 2007 – Fall 2008
Promotional & Advertising Management
Strategy

Federal Urdu Science University

Course delivered:

Member, Board of Studies, Media Sciences
2006
Principles of Marketing – Urdu

Hamdard Institute of Management Sciences
HIMS, Karachi
Courses delivered:

Visiting Faculty, Fall 2004 – Fall 2006

Marketing Management
Strategic Marketing
Brand Management &
International Marketing

PROFESSIONAL MEMBERSHIP

Member, The Marketing Association of
Pakistan – MAP
Member, the MAP Committee on
Training & Development

REFERENCES

Available upon request
