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All About IBA

Whether it is the neatly laid out symmetry of the University Campus, or the cozy compactness of the City Campus, IBA welcomes all to its intellectual fold with warmth and generosity of spirit. Over the last five decades, IBA has come a long way in establishing itself as a premier Institution in the country in a manner that allows those associated with it to hold up their heads with pride. With the world changing rapidly, IBA is constantly redefining its playing field. Aspiring to be ranked amongst the top 10 Business Schools in South Asia and in the Middle East we are committed to retaining our essential characteristics of nurturing camaraderie and teamwork, in balance with a spirit of healthy competition.

The last 4 years have witnessed a variety of changes in life at IBA, and the pace of change is gaining continuous momentum. From infrastructure improvements to technology upgradation, curriculum revamp to changes in pedagogy, addition of highly qualified faculty to introduction of new courses; IBA is going through a systematic process of revitalization. Now, more than ever before, more and more students are getting opportunities to attend national and international competitions and events. Exchange programs with universities abroad have opened wider avenues of exposure for students and faculty alike. In 2011, IBA was awarded the coveted accreditation by the South Asian Quality Assurance System (SAQS). Having undergone a rigorous selection process, our exuberant and diverse student body takes this ‘Season of Change’ in their stride, demonstrating their versatility and ability to adapt. Riding on the edge of this wave, we present to you the Class of 2013. These young men and women are remarkable for their optimistic energy, out of the box problem solving approach, and the ability to think.

It gives us pleasure to introduce to you the potential “Leaders of Tomorrow”. The future, is theirs!

History

IBA is the oldest business school outside North America. It was established in 1955 with initial technical support provided by the world famous Wharton School of Finance, University of Pennsylvania; later, the University of Southern California set up various facilities at the Institute and several prominent American professors were assigned to the IBA. The course contents, the curriculum, the pedagogical tools and the assessment and testing methods were developed under the guidance of reputed scholars from these two institutions. IBA has zealously guarded the high standards and academic traditions it had inherited from Wharton and USC while adapting and adjusting them with the passage of time.

Till 1994, the University of Karachi awarded degrees to the graduates. In that year, the Sindh Assembly elevated the Institute’s status to that of a degree-awarding institution. A bill is pending in the Assembly for conferring the status of a University to IBA. Despite a rapid increase in the number of business schools, the IBA has maintained its position as the premier Institution of higher learning in the field of Management and Business Administration.

The IBA initially offered its MBA program only for day scholars. In 1957, an Evening Program was started to cater to the needs of the numerous working executives and managers who were interested in furthering their careers through part-time business studies. In 1982, a three-year BBA (Honors) Program was introduced which has now been upgraded to a four-year BBA program.

The Faculty of Computer Science was originally established as the Center for Computer Studies in 1983 with the collaboration of IBM, Pakistan. It initially offered a diploma in System Analysis to overcome a shortage of software professionals in the country. It now offers BS (Computer Science), MS (Computer Science), and PhD programs. The PhD degree is being offered in the areas of Computer Science and Engineering (CSE), Information and Communication

In 2009, IBA introduced its first weekend Executive MBA Program (EMBA), focusing on the needs of the mid-career professionals, serving in the Corporate Sector, Banks and Government departments. The curriculum, methodology and course material have been developed in consultation with industry experts and lead resource persons. Currently 450 participants from more than 100 organizations are attending this program steered by leading professionals and senior IBA faculty.

The Center for Executive Education organizes customized courses for corporate clients and holds short courses on emerging issues and themes for those engaged in business. The newly established Center for Entrepreneurial Development at the IBA is envisioned to be a breeding ground for high-growth businesses. It will be a pioneer in educating and training those willing to adopt an entrepreneurial career in life. The CED provides a conducive research and development environment for innovation and also assists in turning ideas into business opportunities. It aims to put Karachi on the entrepreneurial map of the world and help Pakistan emerge as a prosperous country with a competitive economy. IBA has recently signed a 10 year collaboration with Babson which is the top most entrepreneurship institute in USA.

The IBA Philosophy

The recurrent theme of the 50 years of IBA’s existence is that business education should not only be rigorous but also relevant and looking to the future.

The IBA provides an enabling environment, conducive to scholarship and research. The faculty, staff, students and members of the industry work together to achieve learning goals. Students acquire knowledge and skills through constructive and distinctive processes that encourage them to develop understanding of business concepts and issues, think independently and make rational choices. They are encouraged to take responsibility for their own learning, to become active participants and leaders, and to apply their knowledge in the real world.

The IBA programs are designed to provide world class professional managers and entrepreneurs for the business and industry in Pakistan.
IBA Students

About 2000 students are currently enrolled in the MBA, BBA, BS programs. The MBA program consists of two years (4 semesters) and 18 months programme for IBA graduates while the BBA and BS programs extend over four years (8 semesters). The distinguishing features of the IBA are the induction of students through a systematic, merit-based admission process, training in a demanding academic environment, supervised internships or attachment with industry and on time completion of study programs. Rigorous admission procedures, modern curricula, contemporary methods of instruction and stringent system of examinations at the IBA give it a unique position among leading educational institutions in Pakistan.

The IBA ensures that no student is deprived of education at the Institute because of financial constraints. Scholarships, stipends and financial assistance are provided on the basis of need. The National Talent Hunt and Sindh Talent Hunt programs aim at attracting and training underprivileged but meritorious students from the backward districts of Pakistan to enter IBA.

Students take part in a broad variety of activities ranging from volunteering for charity work and participating in athletic events to organizing conferences on a variety of business issues. A spirit of involvement is important because teamwork, leadership and being a responsible citizen are the foundations of the IBA experience.

IBA Faculty

IBA has 93 full-time and 113 part-time and visiting faculty members teaching courses in Management, Marketing, HR, Strategy, Finance, Economics, Quantitative methods, Organizational behavior, Ethics, Social Sciences, Chinese and Arabic.

The faculty is drawn from two streams - academic and practice. Academic faculty mostly consists of those holding Doctorate or Master’s degrees from well reputed universities while the faculty in practice draws upon the large reservoirs of top leaders, chief executives, senior managers who are and have been associated with the corporate sector. This blend of faculty ensures academic rigor as well as practical relevance in the design and delivery of courses at IBA.

Academic faculty members are engaged in research and writing cases and professional papers, advising companies and organizing training courses for the industry, public sector, etc. A variety of pedagogical tools are deployed at the Institute ranging from lectures, class participation, case studies, research reports and company visits to equip the students.

IBA Alumni

IBA has produced about 10,000 graduates to date, each one an outstanding professional. Most of the Chief Executives and top management positions in leading listed companies, corporations and banks are held by the alumni of IBA. IBA graduates have worked and matched in performance, the graduates of the most renowned business schools of the world. It is the school of choice for most of the young men and women interested in careers and leadership in business.

A large number of IBA graduates are working outside Pakistan in the Middle East, UK, Canada and the United States. Among its prominent alumni is one of the former Prime Ministers of Pakistan.

Future Strategic Direction

Having realized that it can no longer thrive on its past laurels and has to adapt itself to the changing market demands, IBA has embarked upon an ambitious five year strategic plan with the objective of becoming one of the top 100 global business schools and one of the top 10 regional business schools.

It has benchmarked itself against selected business schools in India, Singapore, China, Hong Kong and Turkey. The four pillars of this strategy
are (i) Investment in physical infrastructure (ii) Faculty Development (iii) Technology upgradation and (iv) Community outreach and links to industry.

IBA is exploring collaborative partnerships, alliances and exchange programs with the top business schools. Generous financial support from HEC, foundations and the private sector have been obtained to implement this plan in the next five years. IBA has recently become the first institution in Pakistan to become a partner of the CFA Institute, SAP University and other such ventures. Seeking accreditation to the Asian, European and US bodies are part of the five year plan. In 2011, IBA joined the select group of seven other top business schools in South Asia when it was awarded the coveted accreditation by the South Asian Quality Assurance System (SAQS). The management is seeking new avenues of collaboration with universities and business schools in Asia and other regions.

**Governance and Management**

A Board of Governors consisting of 17 members drawn from the representatives of the Government, private sector, prominent educationists, alumni, eminent citizens and faculty oversees the operation of the IBA, sets the policy and strategy and supervises the financial management of the Institute. The Institute is headed by Dean/Director who is assisted by Associate Deans, Chairpersons of the departments on the academic side, with the Heads of support departments on the administrative affairs. The IBA relies on student tuition fees, income from Executive Education, and income from Endowment Fund and other funds. Capital expenditure and human resource development for faculty development are financed by grants from the Higher Education Commission, private sector and foundations.
Career Development Centre

Career Development Centre (CDC) is dedicated to providing necessary tools and resources to students for managing their career goals. We are committed to connect employers with qualified candidates who meet their recruiting needs.

The Centre’s Corporate Relations Office is dedicated to strengthening the connections between students and employers. We endeavor to provide Employers with quality service that is professional and tailored to their specific needs. We partner with employers to define the most appropriate and effective means for them to get to know and recruit IBA graduates for internships and jobs.

Corporate Services

Post A Job / Internship opportunity:
Employers may post full-time, part-time jobs or internship opportunities by emailing the position details. Our experienced staff will work with employers on posting a position to target students/Alumni groups.

On campus Recruitment:
The CDC also offers on-campus recruiting opportunities to employers. Formal on-campus recruiting activities are typically scheduled from December-July. Our corporate services are exclusively for partner employers, where they can conduct interviews, tests/ assessments, as well as provide information to students.

Access to Graduate’s Database:
The CDC publishes a graduate directory for employers every year as another talent search resource. This graduate directory serves as a depository of information for recruitment of potential employees. Over 600 graduate directories are sent to our corporate partners.

Corporate Events

Job Fair:
A large number of employers participate in this exclusive event every year in February, where they meet and talk to graduating/interning students in a formal environment. This annual event offers prominent industry players a great opportunity to brand and market their corporate image to emerging leaders.

HR Forum:
IBA Career Development Centre (CDC) in collaboration with IBA HR Club arranges the annual HR Forum. IBA HR Forum aims at providing an opportunity for future employers and potential employees to interact with each other, and for the industry representatives to share their insights, expectations, and concerns regarding the graduates produced by IBA.

Career Counseling

Mock Interviews and Tests:
Our corporate partners and Alumni take great interest in counseling our students. We arrange regular workshops, guest speaker sessions, mock interviews and practice sessions to prepare our students for all types of competitions and recruitment drives.

CDC Team

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Manager, CDC
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Ummara Qureshi
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Shiraz Ahmed
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MBA Class of 2013 Career Data

**EMPLOYMENT By Industry**

- 31% FMCG
- 15% Manufacturing
- 8% Tobacco
- 23% Automobiles
- 15% Others
- 8% Education

**EMPLOYMENT By Function**

- 23% Brand Management
- 8% Sales
- 15% Supply Chain
- 38% Management Trainee
- 8% Marketing and Communication
- 8% Teaching

**Industry Wise Average Salaries**

- FMCG: 76700
- Manufacturing: 72000
- Tobacco: 75000
- Automobiles: 48000
- Education: 50000
- Others: 65000

**SALARY DATA PKR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Median</th>
<th>Mean</th>
</tr>
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<tbody>
<tr>
<td>2010</td>
<td>39500</td>
<td>43518</td>
</tr>
<tr>
<td>2011</td>
<td>49000</td>
<td>53500</td>
</tr>
<tr>
<td>2012</td>
<td>57500</td>
<td>66400</td>
</tr>
<tr>
<td>2013</td>
<td>72000</td>
<td>65400</td>
</tr>
</tbody>
</table>

**Employment Survey Data November 2013**

- **21** No of Students
- **17** Sought Employment
- **4** Did Not Seek Employment
- **57%** Male
- **43%** Female

**76.5% Employed**

**23.5% Unemployed**
**IBA Grading Plan**

In determining the course grade, 60 percent of the final grade is based on the semester work and 40 percent on the semester final examination. The MBA faculty/Institute reserves the right to modify weights assigned to the semester final examination and semester work.

A Cumulative Grade Point Average (CGPA) is computed at the end of each semester for all students. Final grades in each course are converted to grade points on the following basis.

Sum of (credit hrs * grade points) / Sum of credit hrs

Note: The GPAs mentioned in this Graduate Directory have been calculated on the basis of each student’s academic performance up to the 6th semester of their BBA/BS degrees, and up to 2nd semester for MBA Degree.

<table>
<thead>
<tr>
<th>Grades</th>
<th>Percentage</th>
<th>GPA</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>4</td>
</tr>
<tr>
<td>A-</td>
<td>87-92</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>82-86</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>77-81</td>
<td>3</td>
</tr>
<tr>
<td>B-</td>
<td>72-76</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>68-71</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>64-67</td>
<td>2</td>
</tr>
<tr>
<td>C -</td>
<td>60-63</td>
<td>1.67</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
<td>0</td>
</tr>
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</table>
Abdullah Nawab 02
Abubakr Hassan 04
Ali Khurshid Ahmad 06
Alina Najam Khan 08
Amna Nasir 10
Anum Shaheen 12
Ayesha Tariq Allawala 14
Azad Ahmed 16
Daniyal Akhtar 18
Fahad Hanif 20
Gul Rukh Hina 22
Khawar Ali Sher 24
Mehwish Fatima 26
Mohammad Huda Saad 28
Mohammad Umer Shabbir 30
Mohsin Ali Khan 32
Muzammil Shahid 34
Nazish Farooq 36
Noman Khalid 38
Noreen Ahmed 40
Noreen Salman Qayam 42
Omar Sohail Dar 44
Rao Mahin 46
Rida Abdullah 48
S. Wajid Abbas Zaidi 50
Shaikh Ali Ahmed 52
Sherbanoo Raza 54
Syed Mujtaba Ali 56
Wasiq Mustafa 58
Zaid Ashraf Nizami 60

Marketing Graduates
Abdullah Nawab

021-35343344, 0333-2247545
m.abdullahnawab@gmail.com
Date of Birth: October 14, 1987

Marketing and Supply Chain Management

I, Abdullah Nawab, am an experienced marketing & supply chain professional with a preeminent academic background.

My experience includes management consultancy in Africa, supplier development in China, contract management, developing/executing purchase plans with the S & OP team, heading regional sales team and customer development. I have experience in using different ERPs including SAP & Phoenix, along with excellent planning and communication skills which I have demonstrated during the course of my previous roles in cross functional teams and academic projects.

Moving forward I aspire for a position from which I can optimize my contribution to the value chain and help achieve a sustainable business model in the South Asia and Middle east region. My most sustainable contribution for IBA, my alma mater, was initiating the SOS Village charity drive at IBA in 2009. Till date, the drive is carried out with the same zeal and commitment.

While being introduced to the African philanthropist Mr. Tony Elumelu in Lagos, I was proud that my alma mater was referred to as a place that had produced many political and business leaders of Pakistan.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
</tr>
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<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.44* (85.44%)</td>
</tr>
<tr>
<td>BBA</td>
<td>2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>2.62</td>
</tr>
<tr>
<td>A-Level</td>
<td>2006</td>
<td>The Lyceum School, Karachi</td>
<td>2B 2C</td>
</tr>
<tr>
<td>O-Level</td>
<td>2004</td>
<td>Beaconhouse School System</td>
<td>4A 4B 2C</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Successful launch and implementation of IBA Superstar for Integrated Marketing Communication course
- Live Case study on National Foods Limited for Corporate Strategy course
- Developed a service marketing plan for evacuation services in Karachi
- Devised retail merchandising plan for J. as a term project for Retailing
- Extensive market research for SOGO insecticides
- Devised and implemented a complete social media campaign for O’s Bistro product launch in 4 days as a part of Social Media Marketing course
- Initiated SOS Village charity drive at IBA in 2009
- Analyzed role of port operations in a supply chain
- Analyzed Engro food’s dairy supply chain
- Market entry strategies for designer jewellery in EU and Asian markets
- Brand analysis of Pinge and Q mobile for Brand management
- Marketing Plan for Habib Oil Mills Ketchup
- Role play depicting service recovery for Services Marketing course
- Selling pocket perfumes at IBA for Personal Selling course
- IPR analysis based on “Apple Vs Samsung” patents case

Extra-Curricular Activities

- Member MBA 3 Cricket team
- Initiated dengue awareness & prevention drive at IBA
- Director for the winning documentary on C.J. Mental Institute, Hyderabad at IBA Livewire Competition
- Arranged seminar on Health and Nutrition at IBA
**Work Experience**

Jun 2013-Sep 2013: Tony Elumelu Foundation (Zambia) AMIP Associate

**Job Responsibilities**

- Successfully completed a 10 week management consultancy project in Zambia on organization structuring and supply chain optimization
- Introduced a requisition module to the existing ERP software
- Implemented re-order levels for stationery items
- Introduced and implemented S & OP team for planning orders
- Rolled out purchase plans based on sales projections for all stationery items
- Developed a customer service manual for store sales staff
- Developed a merchandising framework for all the stores
- Devised a bonus policy for all employees
- Established reporting structures to ensure information flow
- Planned and organized official events to increase employee motivation
- Developed campus brand ambassador campaign
- Formulated a book rental plan for university students
- Established a partnership with Zambia National Student Association for future promotion opportunities

May 2013-Dec 2013: International Textiles Ltd. Consultant

**Job Responsibilities**

- Lead time reduction for MJS division
- Introduced and implemented S & OP
- Product scheduling based on demand forecast


**Job Responsibilities**

- Managed a portfolio of 45 clients with 12 direct reports comprising sales officers and asst area managers
- Running and updating forecasts for the whole portfolio
- Drafted & executed “Hose & Fertilizer” campaign, piggybacking on fertilizer distributors to market agricultural hoses
- Initiated & successfully completed database for Mid-tier clients
- Introduced SOP manuals and training session for sales officers
- Increased customer engagement through regional BTL activities with area distributors

Jul 2010-Nov 2011: S. Nawabuddin & Co. Sr. Import Strategist

**Job Responsibilities**

- Handled over 600 multi-modal shipments
- Part of S&OP team to optimize cash to cash cycle and order execution
- Planned supply plans for all agricultural products
- Successfully carried out supplier development projects in China
- Reviewed supplier contracts to reduce costs and maximize responsiveness
- Drafted and implemented supplier audit programs reducing product rejection rate and customer complaints
- Introduced single window contract for freight resulting in saving and efficient cargo handling

Jun 2009-Jul 2009: Engro Fertilizers Ltd. Import & Shipping Intern

**Job Responsibilities**

- Developed a database for capital items on MS Access
- Prepared a recommendation for SAP implementation for capital items
- Drafted weekly reports for lapsed import orders

**Trainings, Certifications and Workshops**

- Workshop on “Supply Chain Management Functions & Processes” by Mr. Lutz Fissenehertz
- Workshop “Brand Launch” by Mr. Omer Azeem and Mr. Qashif Effendi

**Professional Skills**

- Proficient at MS Office, SPSS, Visio, Prezi and Qlikview

**Awards and Recognition**

- Research assistant Case writing team for South Asia Micro-Finance Network (SAMN)
Abubakr Hassan 0345-7220526 abubakr.hassan@khi.iba.edu.pk Date of Birth: April 28, 1988

Marketing and Supply Chain Management

The Bachelor of Business Administration with Information Technology was a perfect match with my personality traits of extroversion, leadership and organization. The blend of IT with the shades of finance, HR and marketing gave me an extra edge to learn how to effectively utilize technology for the organization. I always intended to tune my leadership skills and participate in the sustainable growth of an organization and the studies at BZU were the first step on the ladder. Although I participated in a couple of internships, the real learning came when as a graduate, I took the roles of sales to get professional flavor of the industry and marketing field. It was a perfect platform for a fresh graduate like me to understand the dynamics and challenges in the sales and distribution processes.

But I soon learned that I lack the academic knowledge and exposure of a well-respected school. I was convinced that in order to attain my career goal of a business leader, I need to develop effective and efficient decision makings skills and there is no better platform for me than IBA with its finely-developed curriculum. The MBA encompasses all the business activities from finance to supply chain, marketing and HR. IBA brings together a diverse and high-caliber peer group and creates a multitude of perspectives to foster rich learning and experience-sharing in the business. Further extra and co-curricular activities varying from sports and entertainment to conferences and Seminars helped me to hone my personal development and learn time management.

I want to see myself in a growth-oriented organization where I would be working in a challenging environment. To utilize my experience in sales and distribution, I find brand management or supply chain management very exciting. The art of marketers to create consumer intimacy with brands is captivating. I am looking forward to work with a company with a dynamic work environment in the field of marketing or supply chain and contribute passionately in its sustained progress.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Date</th>
<th>Institute</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.34* (83%)</td>
</tr>
<tr>
<td>BBA (IT Hons.)</td>
<td>2010</td>
<td>Bahauddin Zakariya University, Multan</td>
<td>3.03</td>
</tr>
<tr>
<td>Intermediate</td>
<td>2006</td>
<td>Govt. Emerson College, Multan</td>
<td>B (66%)</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2003</td>
<td>Govt. High School Aam Khas Bagh, Multan</td>
<td>A+(84%)</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses

Consumer Behavior, Advertising, Brand Management, Sales Management, Media Management, Strategic Marketing, Retail Management, Supply Chain Management and Dynamics of Logistics and Distribution Management, Entrepreneurial Management

Major Term Papers & Reports & Projects

• Report of consumer behavior research on Lipton Tea.
• Project on Youth’s TV viewership habits.
• Marketing audit of Wal’s Frutaire in the course of Marketing Management.
• Marketing audit of Forhans in the course of Strategic Marketing.
• Report on advertising process of Agency Interflow.
• Prepared advertising campaign of TCS Connect.
• Report on integrated marketing communication for different brands in Pakistan.
• Report on “Emotional Branding” in the course of Brand Management.
• MBA final project worth $100 million on “Agri Business Investment fund” end to end analysis of the whole value chain.
• Project “Metamorphosis”, MBA Program betterment debate between industry, faculty and students.
• Live case study on Atlas Batteries Ltd. to analyze the alignment of different function’s objective with overall corporate strategy
• Report on Cross Docking.

Extra-Curricular Activities

• Represented MBA in hard ball Cricket at IBA Karachi
• Participated in Dramatics Club at BZU. (2006-2010)
• Represented C Wing IBA Boys Hostel in cricket tournament at IBA Boys Hostel. (2012)
• Participate actively in Community building activities.
• Member of Blood Donor Society Multan.
• Member of Active Citizens British Council.
• Organized and participated in Magazine Exhibition, (2008)
• Reading articles and magazines regarding sales, marketing, advertising, supply chain, financial crisis and other business and economic problems of Pakistan and the world.
• Reading Books (Novels, Business and Economics magazines)
Work Experience
Sep 2013-Jan 2014: IBA, Karachi  Teaching Assistant

Job Responsibilities
- Working as teaching assistant of Managerial Economics and Brand Management in Fall semester 2013.
- My duties are to conduct tutorial to classes, counseling sessions for the students having difficulties in the subject and to maintain the record of students.

Apr 2012-Jun 2012: Shamim & Co Bottling (PEPSI)  Sales Officer

Job Responsibilities
- Coordination with the distributor to achieve targets.
- Managed the territory of more than 1500 customers.
- Achieved the target sales and built long term business relationship with the customers.
- Enhanced the market share of Pepsi products in the area by 15%.
- Took the initiative to reconcile the database of the customers to reflect accurate records.
- Conducted the BTL and other promotional activities

Jun 2010-Mar 2012: Dua Traders (Distribution LAYS)  Business Development officer

Job Responsibilities
- Promotional planning for retailers & efficient use of Tools of Trade
- Management and assessment of inventory.
- Managed the logistics and distribution of the territory.
- Achieved the highest sales of 20 tons in my territory.
- Motivated and coached team to meet/exceed established sales goals.
- Achieved reduction in existing credits and credit sales by 50% and 40% respectively.
- Managed the territory of 26 areas with 2000 customers.
- Managed the team of 26 employees with 8 DSR’s, 8 Sales man, 8 drivers and 2 warehouse personnel’s.
- Analyzed and worked on the improvement and opportunity areas in the market.
- Enhanced the productivity to the level of 95%.
- Included more than 200 new shops in my territory.

Jun 2009-Aug 2009: Dua Traders, Pepsi Co Distribution  Internee

Job Responsibilities
- I performed duties in sales and distribution operations, and my responsibilities were to get hold of the basic order booking to advanced Territory Sales Manager’s training and to analyze the whole process keenly.
- Visiting all the assigned areas, analyzing the market problems, opportunity areas and developing the working plan on them.


Job Responsibilities
- In Marketing Department my responsibilities were to attract the corporate customers, to maintain valuable relationship with existing and future customers and new packages and deals development like I introduced the use of swimming pool for training purpose of kids.
- In HR department I worked on the employee’s disciplinary issues and oracle data base system to update and maintain the employee records.

Trainings, Certifications and Workshops
- Successfully completed one day workshop of Digital Advertising by Pakistan Advertising Society
- Participated in Avant Grade, two day workshop on setting up strategic vision of life and strategic time management by Time Lenders at IBA.
- Personal Effectiveness training sessions with different renowned trainers at IBA.

Professional Skills
- Proficient at MS Office, SPSS
- Good at Oracle DBMS, ERP
- Have Orientation of SAP and Digital marketing.

Awards and Recognition
- Teaching assistant at IBA for the courses of managerial Economics and Brand Management. (2013)
- 3rd Prize in Arts & Magazine Exhibition at BZU. (2008)
- 2nd Prize in Advertising Competition (2009)
- Appointed as the Class representative of BBA. (2007-2008)
- Won the cricket tournament of IBA, Boys Hostel. (2012)
Ali Khurshid Ahmed
021-35889986, 0333-2169582
alikhurshid@gmail.com
Date of Birth: November 14, 1987

Marketing

I completed my BBA degree from the IBA in 2006 and took with myself some amazing learning experiences that not only helped me to work in the corporate sector, but also facilitated the growth of my own venture. In the 2 years that I was working, my knowledge and skills developed tremendously with the experience that I gained in advertising. I led more than 20 ad campaigns for the most reputable international brands, and still found the time to indulge in my passion for photography and entrepreneurship. However, I felt that to develop further, an additional MBA degree from a reputable institution was necessary.

The MBA degree at the IBA offered the holistic knowledge that is required to succeed in today’s corporate world, and its 50-plus years of successful alumni are testament to that. In the past four to five years, the IBA has gone from strength to strength with new strategic alliances, course revisions, and a complete overhaul of infrastructure. I believe that the IBA is the only institution in Pakistan that can provide the edge to an MBA graduate, and equip one with the international understanding of business whilst still instilling the ability to act locally.

As a graduate from the best business school of the country, I consider myself well-prepared for the challenges that await me. Based on my experience and my degree, I specialize in marketing and would be interested in pursuing a career in the same field. My objective is to work amongst people that innovate, in a team that inspires, with goals that give purpose, for an organization that dares to dream. I strongly believe that the most elastic element in this world is the human potential and I intend to prove that belief wherever I go.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
</tr>
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<tbody>
<tr>
<td>MBA</td>
<td>2013</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.64* (86%)</td>
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<td>BBA</td>
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<td>Institute of Business Administration, Karachi</td>
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<td>A-Levels</td>
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<td>2As ; 2Bs</td>
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<td>O-Levels</td>
<td>2004</td>
<td>Saint Michaels Convent School, Karachi</td>
<td>5As ; 5Bs</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Executed a Marketing Audit on the Wall’s Fruttare brand.
- Explored a Change Management initiative to implement Solar Energy at IBA University Campus.
- Developed a mock Service Delivery Model for a Fire Evacuation Consultancy.
- Prepared a documentary detailing the dynamics of Product Placement in Pakistani media.
- Conceptualized a Brand Revival strategy for the Tefley Tea brand in Pakistan.
- Created an Advertising campaign for a social cause – Fire Safety in Karachi.
- Critically Analyzed the Strategic Human Resource practices at Lowe & Rau.
- Reviewed the Performance Management Systems implemented by Carrefour.

Extra-Curricular Activities

- Professional photographer specializing in event and lifestyle photography.
- Involved in Youth Skill Development and have served as a public speaking coach as well as a photography teacher at numerous educational institutes.
Work Experience

Jun-Dec 2013: Princely Jets (Pvt.) Ltd.  Student Consultant

Project Objective

- Assess Market Readiness for an Aerial Fire Fighting Service
- Project Components
- Problem Identification
- Business Model Creation
- Market Dynamics - Understand the fire management landscape in Karachi
- Business Launch Plan

Apr 2012-Aug 2012: Lowe and Rauf Pakistan  Senior Account Executive

Job Responsibilities

- Responsible for the advertising of entire Unilever homecare (Surf Excel, Domex, VIM, Sunlight) and hair-care (Clear, Lifebuoy Shampoo) portfolios along with brands like Knorr and Fair & Lovely.
- Managed the advertising campaign for a Unilever homecare brand, VIM that won the campaign of the year award at the Pakistan Advertisers Society (PAS) Awards event of 2012.
- Managed the advertising campaigns for two Unilever homecare brands, VIM and Sunlight that won best campaign awards within category at the Pakistan Advertisers Society (PAS) Awards event of 2012.

Jan 2012-Mar 2012: Lowe and Rauf Pakistan  Account Executive

Job Responsibilities

- Responsible for the advertising of entire Unilever homecare portfolio including brands like Surf Excel, Domex, VIM, and Sunlight.
- Managed the launch campaign for a Unilever new initiative brand – Domex in March 2012.

Dec 2010-Dec 2011: Lowe and Rauf Pakistan  Junior Account Executive

Job Responsibilities

- Responsible for the advertising of Sunlight washing powder brand and Meat One chain of stores.
- Managed the launch campaign for a Unilever new initiative brand - Sunlight in May 2011; and provided advertising support for key Unilever brands such as Surf Excel, Lifebuoy, Blue Band, and Walls.
- Led the in-store advertising campaign for Meat One chain of stores; managed the launch of 2 new outlets; and successfully executed the Ramadan Campaign of 2011.
- Coordinated effectively with brand teams, the creative department, vendors, and media agencies to deliver consistent results.

Jun 2009-Aug 2009: Procter and Gamble Pakistan (P&G)  Intern

Job Responsibilities

- Led the on-ground execution of the Safeguard School Education Program (SEP) for 2009; and effectively managed a team of numerous agencies and vendors to ensure its success.
- Presented a Digital Marketing Plan; a 5 year sales analysis; and a competitive brand health analysis to the brand team of Safeguard.

Trainings, Certifications and Workshops

- Attended IBA Personal Effectiveness Sessions 2013.
- Completed a certificate course in Photography from Indus Valley School of Art and Architecture (IVSAA).

Professional Skills

- Proficient at MS Office
- Client Relations Management
- Ad Campaign Management
- Team Management
- Entrepreneurship

Awards and Recognition

- Winning team member for multiple award winning ad campaigns at the PAS (Pakistan Advertisers Society) Awards event of 2012.
Alina Najam Khan

021-315832853, 0300-8239102
alina.najam@khi.iba.edu.pk
Date of Birth: November 30, 1986

Marketing

“After completing my BBA from IBA in 2010, I began working as a Business Analyst for 3i Logic (Pvt.) Ltd. During this time, I was fortunate to enjoy a great deal of exposure in engaging with clients and developing Digital Media strategies suited to their needs. Within a short time span, I was given a managerial position at the company, which gave me the additional responsibility to lead a team. However, whilst this was a tremendously fulfilling and educational period, after two successful years it became apparent to me that if I wanted to continue challenging myself and benefit from a meaningful professional development, I needed to broaden my skill-set, deepen my knowledge and understanding further. This led me back to the familiar route of IBA.

The MBA program has not only helped me to hone the soft skills required to be a good manager, but also allowed me to specialize further in the field of Marketing and broaden my perspective. Additionally, by attracting students from various industries and diverse backgrounds, the program gave me an opportunity to interact and work with different people and different ideas. During my program, I attended the Dubai Study Tour as part of a Marketing Management course, which allowed me to rub shoulders and learn from senior-level executives working in world-renowned organizations. Furthermore, the MBA Research Project, which required in-depth research and consultancy for a client, Princely Jets (Pvt.) Ltd., offered me the chance to apply my skills in a professional environment in a new and growing industry. In this project, I worked with a team of students and acquired first-hand knowledge about aviation, the safety culture of corporates and business development from one of Pakistan’s leading conglomerates.

My earlier professional experience in the Digital Media Industry and my time at IBA has prepared me to deliver results in a fast-paced and competitive environment. I have also sharpened my analytical and critical thinking abilities. Thus, looking forward, I am eager to apply my education and experience from MBA, and work for an organization in which I can take on a strategic role and contribute to its success.

I have always believed that a successful career requires a combination of high quality education, meaningful professional experience and constant challenges. With two years of marketing experience and an MBA from IBA under my belt, I am raring to go once again.”

Educational Qualifications:

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<td>O-Levels</td>
<td>2003</td>
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<td>6 As, 3 Bs</td>
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</table>

* CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Prepared a Live Case Study to analyze Strategic Management and Corporate Strategy issues faced by National Foods Ltd.
- Critically assessed the Performance and Compensation Management systems in place at MEC Pakistan, Group M
- Conducted a Brand Audit for Walls, Fruttaire
- Conceptualized a Brand Revival strategy for Tetley Pakistan
- Prepared a Global Marketing strategy for a mock Jewelry design business
- Formulated a Service Delivery Model for Fire Evacuation Consultancy
- Created a Social Marketing Campaign for Fire Safety in Karachi
- Developed an Advertising Campaign for Micro Health Insurance for the poor
- Prepared a documentary showcasing Product Placement in Pakistan
- Conducted a Solar Energy Feasibility Study for implementation at IBA

Extra-Curricular Activities

- Selected to attend a workshop conducted by Broadway Directors
- Performed at Cinema Live Musical
- Member of the IBA Executive Art’s Council
- Assistant Creative Manager - IBA Social Events Society
- Mistress of Ceremony - IBA Farewell
- Selected for the Throw ball inter-batch team
- Member of the Social Events Society
- Member of the Adventures Society
- Coordinator of the Talent Show – Karachi Grammar School
- Learnt Classical, Contemporary and Latin Dance
- KGS Softball Team Captain
- Head-Girl - The City School
- Winner of the Blue-Band Art Competition held all over Pakistan
Work Experience

Jun 2013-Jan 2013: Princely Jets (Pvt.) Ltd. Research Consultant

Project Objective

- The project involved assessing the market readiness for private sector Aerial Firefighting services

Job Responsibilities

- Phase 1: Conducted a Fire Root Cause Analysis; Identified benchmark Private Sector Business Models globally, that offer similar services; An In-Depth Industry Analysis was conducted by dividing the local market into segments to determine potential clients
- Phase 2: Developed a Business Model, Pricing Structure and a Service Delivery Process Map
- Phase 3: Approached segments identified as most attractive (from phase 1) to give a detailed overview of the benefits of the service

Jan 2011-Aug 2012: 3i Logic (Pvt.) Ltd. Digital Media Manager

Job Responsibilities

- Project Leader: Served as project leader for various projects. In charge of strategy, conceptualization, research and content development. Required to monitor progress and devise feedback reports.
- Digital Media Planning: Responsible for devising and executing plans, digital media strategies, corporate branding and online promotional campaigns for various clients.
- Social Media Management: Formulated, executed and evaluated social media campaigns for multiple social media platforms
- Business Development: Responsible for formulating proposals for various pitches. Worked on the longest pitch the company has ever seen and won the account.
- Client/Team Management: Served as the main point of contact; required to communicate and coordinate with the client (local/international). Collaborated with different teams and departments for any given project.
- Operations: Developed customized workflows and hourly resource allocation for projects to ensure smooth coordination and efficiency of operations.

Oct 2010- Aug 2011: Argus Advertising (Pvt.) Ltd. Account Manager

Job Responsibilities

- Responsible for co-managing a brand portfolio - PIA, PSO, State Life Insurance and Meezan Bank
- Meeting and liaising with clients to discuss and identify their advertising requirements
- Received and presented briefs to the Creative team for concept development. Ensuring all communication is aligned with the brand’s core values
- Ensuring on-time delivery of all aspects as per client requirements
- Part of pitching to clients for new business, along with other agency staff

Jul 2009- Aug 2009: Group M, ESP Internee

Job Responsibilities

- Interned in the ESP Department for 6 weeks which included compiling all the campaigns executed by the department in order to prepare a showcase reel for marketing purposes for the year 2009
- Worked closely with the Production House to supervise execution
- Required to collaborate with other departments to gather data

Feb 2005-Apr 2005: Standard Chartered Bank Internee

Job Responsibilities

- Interned in the Corporate Affairs Department for 7 weeks where the assignment undertaken included a review of the Standard Chartered Lahore Marathon, via surveys collected from 350 respondents across SCB branches all over Karachi.
- Evaluated results and presented findings about the events impact on brand awareness, attitudes towards the event, impact on SCB’s brand image as a result of event sponsorship

Trainings, Certifications and Workshops

- Personal Effectiveness Training Sessions at IBA - Spring 2013
- Attended the Facebook Activation Turnshop - Mar 2011
- Attended the PAS workshop, Method to Madness- Dec 2010

Professional Skills

- Proficient in MS PowerPoint, Word and Excel

Awards and Recognition

- Selected to solely represent 3i Logic at the UNICEF, Forum for Children -Dec 2011
Amna Nasir

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amna.nasir@khi.iba.edu.pk
Date of Birth: September 24, 1987

Marketing

The human life is a complex experience. Man has not been sent to sit on a mountain top and worship God all day, he has been sent to remember God during the times of both socializing and in the moments of solitude at night. Therefore it is important to make a difference in others’ lives with good deeds, inventions, and decisions that shape the world for the better.

I want my MBA to benefit those who live at the bottom of the pyramid because they are the majority of the people who actually make up Pakistan. It comes from a passion to do good for others, but it’s also pretty much logical – it all boils down to the theory of interdependence. I cannot live happily if others are not happy. Things will affect me in one way or the other. Just like the debt crisis, it is a plumbing effect: countries have fallen like dominoes to this crunch.

Living in Karachi and studying at IBA has made me tough. I have driven fifty kilometers each day through the city, in traffic jams, heavy rains, the summer sun, and violence erupting in different parts. What IBA teaches us is to never give up no matter how difficult the circumstances get. IBA has taught me resilience to face adversity; no matter how hard the situation gets, face it and be brave.

Each day is a new day for me, a day that is a herald of hopes and new beginnings. I die and I live each day. I want to seize this day. As the morning light drenches me, I want to feel the rapture.

Educational Qualifications:

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<td>BBA</td>
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<td>2.82 (83%)</td>
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<td>A (77.3%)</td>
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<td>O-Levels</td>
<td>2004</td>
<td>Generation’s School Karachi</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- MBA Project with Abraaj Group on “Innovative Healthcare Distribution Model”
- Live Case on The Citizens Foundation for Corporate Strategy
- Term report presentation on Kanban for Business Process Mgt. in ERP using SAP
- Prepared an in-depth study of Pak Suzuki Motors in Supply Chain Management
- Organized the premier of the TV Show “IBA Superstar” for Integrated Marketing Communication
- Prepared a term report on Wilhelmson Group for B2B Marketing
- Prepared a documentary on Evolution of Radio & it’s Future for Media Management
- Developed a mock Service Delivery Model for a Freight Forwarding Company for Service Marketing
- Conducted a Brand Audit on Unilever’s Vim for Marketing Management
- Prepared a report on Performance & Compensation Management for a Public Sector Organization Sindh Technical & Vocational Training Authority
- Implemented a Change Management initiative to implement Fire Safety Drill at IBA for the course of Organizational Behaviour & Leadership
**Work Experience**

Jun 2013-Jan 2014: Institute of Business Administration Karachi
Executive Assistant, Female Entrepreneurship Program, Centre for Entrepreneurship Development

**Job Responsibilities**
- Looking after Loan Grants given under the Entrepreneurship Program
- Develop contracts, payback through installments schedule
- Write cases on emerging entrepreneurs and getting them published in international journals

Oct 2010-Jun 2012: 3i Logic Training & Consultancy (Pvt.) Ltd.
Digital Media Manager

**Job Responsibilities**
- Was responsible for developing an in-house Digital Media Agency by
the name of Square Olives
- Consulting for clients on all areas of Digital Media Strategy
- Headed the eLearning team and was responsible for business
development of 3i Logic Learning Management Systems

July 2010-Sept 2010: i3media
Search Engine Optimization Content Writer

**Job Responsibilities**
- Developed unique content for websites, blogs for various niches, and
participated in social media to create brand awareness and to promote
the clients’ businesses

July 2009-Aug 2009: Meezan Bank
Intern

**Job Responsibilities**
- Gained knowledge of the different functions within the Compliance
Department esp the SBP regulations

Jun 2009-Jul 2009: Aga Khan University Hospital
Intern

**Job Responsibilities**
- Developed new working instructions for ISO recertification;
- Prepared an orientation plan for the Credit & Collections;
- Made a ‘Getting Started to Boost Post-Discharge Recovery’ proposal;
- Drafted an MoU between the Health Dept, GoP and AKU;
- Developed a comprehensive report on cutting down accounts receivables
at the ER.

**Extra-Curricular Activities**
- Co-authored several Case Studies and Research Papers with IBA faculty
- Working with underprivileged children through multiple platforms such as:
conducting Rahbar Program, Summer Camps, and Career Counseling
at The Citizens Foundation,
- Anti Polio Drives organized by Unicef & WHO,
- Fundraising for Bailhak Schools
- Participated in various fundraisings and youth development initiatives
through Rotoract Club of Karachi Karsaz
- Working with Female Entrepreneurs through IBA-CED, SMEDA, Working
Women Organization Trust

**Trainings, Certifications and Workshops**
- Business Analyst Training organized by Recknor’s College of
Management
- “Method to Madness” organized by Pakistan Advertisers Society
- Basic Arabic Language Course held at Central Library DHA
- Facebook Activation Turnshop organized by Torque

**Professional Skills**
- Proficient at MS Office
- Hands on experience with SPSS
- Basics of SAP ERP
- Search Engine Optimization

**Awards and Recognition**
- Research Assistant for IBA Faculty
Anum Shaheen Ahmed
anum.shahin@gmail.com
Date of Birth: March 10, 1988

Marketing and Human Resource Management

“... My passion for Organizational Development blossomed when I began working with a Management Consultancy after graduating with a BBA Honors degree from IBA. The two years experience in a consultancy exposed me to diverse industries and organizations. It allowed me to build a broad understanding of organizational development while grooming my relationship management abilities. This experience allowed me to develop dual skill sets in Marketing and HR.

As I took on new projects and built relationships with different companies, both local and multinational, I recognized that I needed to gain understanding of the in-depth working of organizations. Hence I decided to join IBA in order to obtain an MBA degree and enhance my knowledge accordingly.

The IBA MBA Program enabled me to put my consultancy and client relationship management skills to use through the MBA Project – a live project with an organization, where actual business initiatives are assessed with the support of academic principles. This opportunity provided the in-depth view I desired in a structured manner. I worked alongside a team of students as a research consultant, responsible for assessing feasibilities and making strategic recommendations.

The IBA MBA Program has been an enriching learning experience, and my work exposure in client servicing, business development, consultancy and organizational development has armed me with a uniquely balanced skill set. Poised for graduation, I envision myself returning to the corporate sector to work with a dynamic organization that values its human resources, where I can leverage my experience to facilitate initiatives that promote learning for self, team and company.”

Educational Qualifications:

- MBA 2014 Institute of Business Administration, Karachi 3.64* (86.5%)
- BBA Honors 2010 Institute of Business Administration, Karachi 2.89
- A-Level 2006 The Lyceum School, Karachi 1 A, 2Bs
- O-Level 2004 Foundation Public School, Karachi 4 As, 5 Bs

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Prepared a Live Case Study on the Change Management and Strategic Alignment Process at National Foods Pakistan
- Executed a Marketing Audit on the Unilever Wall’s Fruttare brand
- Explored a Change Management initiative to implement Solar Energy at IBA University Campus
- Developed a mock Service Delivery Model for a Fire Evacuation Consultancy
- Designed a Global Marketing Strategy for a mock Jewelry Design and Manufacturing Business
- Prepared a documentary detailing the dynamics of Product Placement in Pakistani media
- Conceptualized a Brand Revival strategy for the Tetley Tea brand in Pakistan
- Created an Advertising campaign for a social cause – Fire Safety in Karachi
- Critically Analyzed the Strategic Human Resource practices at Engro Corporation
- Reviewed the Performance Management Systems implemented by Nike International

Extra-Curricular Activities

- Assisted IBA faculty in Grounded Theory research to explore ‘Gender Inequality in Extra Curricular Activities in Pakistan’s Higher Education Institutions’
- Compiled content and conceptualized format for the Reckitt Benckiser Training Calendar 2013 (Freelance Project)
- Contributor to the ‘Madly in Makeup’ beauty blog developed for Pakistani women
- Passionate about literature, cinema, art and gaming
Work Experience

Feb 2014-Present: Hubco Management Trainee

Job Responsibilities
- Management Trainee within the HR function at Hubco
- Responsible for planning T&OD related activities
- Ensure alignment between OD activities and other HR functions
- Develop OD strategies that support overall business vision
- Facilitate projects related to leadership development, employee engagement etc.

Jun-Dec 2013: Princely Jets (Pvt.) Ltd. Student Consultant

Project Objectives:
- Assess Market Readiness for an Aerial Fire Fighting Service Project Components
- Problem Identification
- Business Model Creation
- Market Dynamics - Understand the fire management landscape in Karachi
- Business Launch Plan

Aug 2010-Aug 2012: Navitus (Pvt.) Ltd. Customer Relations Manager/Associate Consultant

Job Responsibilities
- Built and enriched relationships with a client portfolio of 65 companies
- Devised business development strategies to identify and capitalize on market opportunities
- Generated over 200 training days in a 2 year period
- Associate Consultant:
  - Conceptualization and Execution of Company Conferences, Retreats, Offsite: Devised thematic concepts around key communication messages desired by client organizations, and facilitated design of communication strategies, event branding (backdrops, giveaways etc.) and assorted event management activities. Clients include Unilever Pakistan, Engro Foods, Philips Pakistan, HBL, Novartis Pharma, Bayer Pakistan, Candyland etc.
  - Design of Competency Frameworks and Learning Modules: Based on client competencies, created frameworks for soft skills development of different departments and hierarchical levels. Clients include Siemens Pakistan, Engro Corporation, Engro PowerGen, Agility Logistics and KESC.
  - Execution of Organizational Assessments: Designed and implemented research strategies to identify training needs, evaluate employee engagement and assess customer service.

Key Projects
- Conceptualized and coordinated Engro Corporation Competencies Roll Out in July 2012
- Executed a customer services assessment for British Council IELTs Department, Karachi and Lahore in June 2012

Jun 2009-Jul 2009: ICI Pakistan Ltd. Intern

Job Responsibilities
- Developed a product launch model under the Marketing department in ICI Chemicals. Major responsibilities included target market identification and detailing, researching and contacting potential suppliers/customers, determining list prices etc.

Jul 2009-Aug 2009: Faysal Bank Intern

Job Responsibilities
- Interned in the Product Development and Payment Solutions department
- Conducted a comparative analysis on various banking instruments offered by competing banks in Pakistan

Trainings, Certifications and Workshops
- Achieved Training Certification through Navitus Pvt. Ltd. - 3rd position in the 5-day Train the Trainer Program - March 2012
- Attended Navitus Public Event on Communication Skills - September 2010
- Participated in TRG LearnFest 2011 and 2012
- Attended IBA Personal Effectiveness Sessions 2013

Professional Skills
- Proficient at MS Office
- Soft Skills Training
- Customer Relations Management
- Qualitative Research

Awards and Recognition
- Teaching and Research Assistant for Services Marketing course – Fall 2013
- 2nd Position on the IBA Dean’s List – Fall 2013
Ayesha Tariq Allawala

021-34534537, 0334-3731910
ayesha.allawala@khi.iba.edu.pk
Date of Birth: September 22, 1987

Marketing

As a young girl, I had been exposed to multiple individuals in my family and others in the environment around me, who were very successful in their careers and businesses. The majority of these individuals were holders of business degrees, most of them from IBA. Since I was in high school, my ultimate goal was to obtain a business degree from IBA.

While at IBA I, along with a number of friends of mine, became a part of the Rotoract movement in Pakistan, which is under the umbrella of Rotary International. During the past six years of being in Rotoract, I have been active in participating in and managing various projects and events.

After obtaining my Bachelors degree, I joined The Citizens Foundation and was responsible for managing their volunteer programs where I had to manage relationships with individuals from various backgrounds ranging from the ages of 15 to 75. At times I was responsible to lead volunteers and at other times to be a productive member of a team. Apart from my direct work responsibilities, I also learnt about how an organization, and particularly a social entrepreneurship, runs and how it can also be very professional like the corporate organizations. While working for TCF, I felt the need to go back to being a student for a Masters program in Business Administration to further nurture my skills and learn from academia and industry experts, in addition to interacting with the business leaders of tomorrow. This would also permit me to build sustainable networks since trade and commerce is what our future hinges on – it not only provides sustenance to individuals but to the society as a whole.

After graduating with an MBA degree, I would like to work in an organization where I see my personal and professional growth where I can passionately serve the organization to the best of my abilities.

Educational Qualifications:

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<td>BBA</td>
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<td>Institute of Business Administration, Karachi</td>
<td>2.9</td>
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<td>6A's, 3B's, 1C</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Term report on the Supply Chain of Zulfiquar Industries Limited
- Term report on Walls Badami
- Term report on Performance Management System of The Citizens Foundation
- Research project on identifying the causes behind the low sales of Habib’s ready to cook masala range
- Organized a brand activation event on Habib Ketchup
- Live Case on The Citizens Foundation for Corporate Strategy

Extra-Curricular Activities

- District Rotoract Representative Elect (2012-13)
- District Trainer, Rotoract District 3271 (2012-13)
- Mentor for the Rahbar program, The Citizens Foundation (Jan 2011-Feb 2011)
- District Director, Rotoract Community Services, Rotoract District 3271 (2009-10)
- Secretary, Rotoract Club of Karachi Karsaz, Rotoract District 3271 (2008-09)
- Charter President, Rotoract Club of Karachi Karsaz, Rotoract District 3270 (2007-08)
- Volunteered over 70 hours for polio eradication in various slums across Karachi during monthly National Immunization Days in collaboration with UNICEF & WHO (2008-10)
- 30 hours of social service at Cardiac Ward, Civil Hospital, Karachi (2005)
**Work Experience**

**Jun 2013-Dec 2013:** Abraaj Group  
Innovative Healthcare Distribution Model

- Research on present healthcare systems in Pakistan and suggesting a possible innovative healthcare distribution model for second tier cities which is sustainable and scalable

**Sep 2010-Aug 2012:** The Citizens Foundations (TCF)  
Assistant Manager, Volunteer Programs

**Job Responsibilities**

1. Rahbar  
   - Managing the marketing, recruitment of volunteers and execution of the mentoring program in Karachi  
   - Planning and liaison in Karachi and with various volunteer coordinators running the program in various parts of Pakistan  
   - Helping with the updation of content of the various sessions of the program across Pakistan

2. Summer Camp  
   - Planning, marketing and executing the program across Karachi  
   - Recruiting and training volunteers for the program across Karachi  
   - Helping with making and finalizing the content of the program across Pakistan

3. Career Counseling  
   - Marketing the program and recruiting volunteers in Karachi

4. Internship  
   - Responsible for recruiting interns for various departments and their placement across the Head Office

**Aug 2010-Sep 2010:** Dadex Eternit Limited  
Intern, Sales & Marketing

**Job Responsibilities**

- Research on various international markets and local industries for sales potential  
- Compiling data on various NGOs working in Pakistan requiring construction for their various disaster rehabilitation projects  
- Compiling data on architects in Pakistan

**Jun 2009-Jul 2009:** Pfizer Pharmaceuticals Limited  
Intern, Marketing

**Job Responsibilities**

- Preparation of medicinal literature for urological and gynecological medicines  
- Making presentations for training for urological and gynecological medicines  
- Preparation of basic data for various urological and gynecological medicines and anti-depressants for the organization’s website  
- Allocation of promotional material including dealing with vendors for obtaining these materials

**Jul 2005-Aug 2005:** Union Bank Limited  
Intern

**Job Responsibilities**

- Handled day to day operational activities  
- Updated database records of customers

**Trainings, Certifications and Workshops**

- Customer Training by School of Leadership for TCF employees, October 2011  
- Rotary – UNICEF Master Trainers Workshop to develop and lead sustainable and scalable projects, May 2012

**Professional Skills**

- Proficient at MS Office  
- Basics of ERP SAP

**Awards and Recognition**

- Award for the Best Rotaractor (Female), 2010-2011  
- Award for the Most Proactive Rotaractor, 2009-2010  
- Award for Best Secretary in the Rotaract District, 2008-2009  
- Award for Outstanding Rotaractor in the District, 2007-2008  
- Prize for obtaining the highest marks in Class 10 Accounting - 2003  
- Prize for obtaining highest marks in Class 3 Mathematics - 1996  
Azad Ahmed

0334-3293035
azad.ahmed@khi.iba.edu.pk
Date of Birth: February 1, 1987

Marketing and Supply Chain Management

"Doing BBA in marketing was indeed a blessing that I leveraged to get an insight of how corporations work effectively in a competitive environment. During my study at Sukkur IBA I came across several different subjects related to Finance, Management and Marketing and within one year of my studies I found myself deeply involved and enjoying the field. BBA gave me all which I needed to understand the principles of business administration and corporate functions. After doing my BBA I joined humanitarian sector and worked there for about 2 years. There my communication and interpersonal skills contributed a lot in my success which I had learned in BBA. Then I realized that for my successful career progression I need to have some broader skills and knowledge and higher qualification which was missing.

The so-called gap in my career growth could only be bridged by understanding and learning about the corporate and business environment strategically. In order to grasp knowledge and skills to understand the business, MBA was my ultimate requirement. Getting admission in IBA and doing MBA was the greatest opportunity in my life to excel in my skills and knowledge from the prestigious institute of Pakistan. It has strong brand name and Alumni spreading across the businesses.

The learning environment at the Institute of Business Administration Karachi isn’t only confined to the classroom. Projects in different subjects and working in different groups provide an opportunity to improve interpersonal and communication skills. In addition to the excellent business curriculum, IBA provides multiple opportunities for students to engage in various activities and enrich their experience. I appreciate the quality of teaching, and the knowledge and exposure regarding my majors.

I want to see myself in some growth-oriented organizations where I would be working in a challenging environment. I enjoy working with people in groups and can also perform better individually. I am looking forward to pursue my career in the field of sales management or/and supply chain management."

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institute/Degree</th>
<th>CGPA</th>
</tr>
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<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.09* (79.33%)</td>
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<tr>
<td>BBA</td>
<td>2010</td>
<td>Sukkur Institute of Business Administration</td>
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<td>2003</td>
<td>Government High School Karachi</td>
<td>A (74%)</td>
</tr>
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</table>

*CGPA up to the 2nd Semester

Elective Courses

- Consumer Behavior, Brand Management, Sales Management, Services Marketing, IMC, Strategic Marketing, Supply Chain Management, Dynamics of Distribution and Logistics, Project Management, Entrepreneurial Management

Major Term Papers I Reports I Projects

- MBA Project-Agr Business Investment Fund sponsored by “The Abraaj Group”.
- Re-launched the brand “Shoop Noodles” at IBA main campus
- Term Report on corporate strategy of AMAN-Tech
- Term Report on Supply Chain of Shan Foods
- Term Report of Consumer Behavior on Levi’s Pakistan
- Marketing Audit of Teltonika Pakistan
- Assisted Ms Mahreen Nazar (Faculty Member) in writing a case study on Reko Diq
- Arranged a seminar on “Marketing Issues in Pakistan” in 2010 at Sukkur IBA.

Extra-Curricular Activities

- Represented MBA in hard ball Cricket at IBA Karachi
- Attended Avant Grade, a two day workshop on setting up strategic vision of life and strategic time management by Time Lenders at IBA, Karachi
- Participated in Inter-Collegiate Poetry Competition 2010
- Remained Hostel Coordinator for two years at Sukkur IBA
- Secured 3rd position in 12th All Pakistan Bilingual Allama Iqbal Debate Contest 2008
Work Experience

Jan 2012-May 2012: International Organization for Migration (IOM)  
Designation: Interim Provincial Coordinator  
(Note: I worked with IOM on third party contract of Hussain Rathore & Co)  

Job Responsibilities

- To supervise Humanitarian Communications field team working in the flood affected districts of Sindh  
- To guide the field team making their weekly plans  
- To consolidate Weekly and Monthly Reports based on the daily reports of field staff  
- To maintain a good coordination with respective district governments where Humanitarian Communications Team was working  
- To identify and make partnership with local and international NGOs working in flood affected districts of Sindh  
- To arrange and conduct trainings for the partner organizations’ field staff  
- Any other task assigned by the supervisor

Sep 2010-Dec 2012: International Organization for Migration (IOM)  
Designation: Information Officer  
(Note: I worked with IOM on third party contract of Hussain Rathore & Co)

Job Responsibilities

- To visit flood (2010) affected communities in Northern Sindh to identify the issues/problems of communities.  
- To coordinate those issues/problems with relevant cluster/organization to get them resolved.  
- Highlight any urgent area of intervention based on feedback from the community members especially community leaders.  
- To Provide support in development and dissemination of information on request of PDMA Sukkur/Hyderabad hub through existing formal and informal communication channels.  
- Provide the requisite support to the PDMA in communication strategies of available and accessible early recovery services  
- To attend the cluster and other humanitarian meetings for information sharing.  
- To conduct “Awareness Sessions” with communities as per their need.  
- To develop “Human Network” in the communities as well as with partners/government for informal dissemination of information.  
- To identify the means of mass level of media campaigns in affected communities.  
- To develop FAQs regarding the prevailing issues of beneficiaries.  
- Any other task assigned by the supervisor.

Trainings, Certifications and Workshops

- Camp Coordination & Camp Management (CCCM) ToT (Training of Trainers) by CCCM Cluster in Islamabad.  
- S.A.I.T (Security Awareness Induction Training) by International Organization for Migration (IOM) in Islamabad.  
- “Do No Harms” frame work in Humanitarian Response by Redr UK in Karachi.  
- Four days “Rapid Protection Assessment” training by Protection Cluster in Sukkur.  
- Online training on “Different Needs=Equal Opportunities (Increasing Effectiveness of Humanitarian Action for Women, Girls, Boys and Men)” by IASC.  
- Social Mobilization Training by IOM in Sukkur.

Professional Skills

- Proficient at MS Office  
- Have orientation of SAP  
- Qualified Trainer and Public Speaker

Awards and Recognition

- Teaching assistant at IBA for the Accounting and Law department  
- Secured 3rd position in 12th All Pakistan Bilingual Allama Iqbal Debate Contest 2008  
- Main protagonist of the case study written by Dr. Ambergul Rashid (Director QEC, IBA Karachi)
Daniyal Akhtar

0321-2214300
daniyal.akhtar@khi.iba.edu.pk
Date of Birth: September 11, 1988

Marketing

“I realized my interest in Marketing during the initial semesters of my undergraduate studies and it was that interest that led me to further pursue my majors in Marketing. I entered into professional life as a customer services representative. Because of my performance in couple of assignments and my ultimate interest that eventually helped me moving to the marketing department. On the job I recognized the need to learn the contemporary marketing approaches, and to further strengthen the basic theories which will not only augment my knowledge about field but will also aid my career progression.

IBA indeed was among the highest weighted options under consideration, partially because of reputation, and fairly because of academics and out-of-class learning opportunities this oldest business school in the region has to offer which altogether dwarfed the other alternatives.

I am proud to be part of IBA’s auspicious alumni network and thankful to IBA for strengthening my theoretical concepts and for further enhancing my cognitive skills and of course for providing me this opportunity to study in Malaysia for a semester as an exchange student. I am confident that this mix will help me in my career path.

I envision myself to be part of an organization where I will be provided with the challenges which will let me utilize my theoretical knowledge and intellectual skills and at the same time help me enhance my practical expertise for the mutual benefit of organization and my own self. I am ardently looking forward to pursue my career in marketing department of a national or multinational which provides performance based growth opportunities and chances to travel.”

Educational Qualifications:

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<th>Degree</th>
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<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi / University of Malaysia, Kuala Lumpur</td>
<td>3.2* (81.56%)</td>
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<td>BBA</td>
<td>2010</td>
<td>Muhammad Ali Jinnah University, Karachi</td>
<td>3.04</td>
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<td>Intermediate</td>
<td>2006</td>
<td>St. Patrick’s College, Karachi</td>
<td>B (68%)</td>
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<td>Matriculation</td>
<td>2004</td>
<td>Zeal Public School, Karachi</td>
<td>A (81%)</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Developed Marketing plan with a global marketing strategy for Quais designs, Malaysia
- Brand audit of Total Pakistan Ltd
- Term report on B2B marketing at SICPA Inks Pakistan (pvt) Ltd
- Term report on Vodafone’s position in UK’s mobile marketing value chain
- Term report on Surf Excel supply chain
- Term project on metaphoric advertising
- Research report on Buying Behavior for reefer containers
- Developed a business plan for green energy company
- Developed a feasibility report for RFID enabled national identity cards
- Term Report on strategic instance of Malaysia Debt Ventures Berhad
- Term report on training management at PayPal Malaysia
- Developed departmental hierarchy with a detailed training Plan for Sumboleh Bhd, Malaysia
- Term report on MIS at TCS
- Term report on Brand Management at Tapal
- Project report on Medical Tourism in Pakistan

Extra-Curricular Activities

- Runner up in Indus Motors competition, Battle of brains
- Marketing executive for largest student festival in University of Malaysia
- Member of seminar society
- Advisor in Civic Hackathon Karachi
- Winner of cooking competition
- Organized multiple large events during academia including picnics, food mela etc.
Work Experience

May 2010-Sep 2012: Technology City    Business Development Executive

Job Responsibilities

- Act as a bridge between clients and design & development department
- Provide necessary training regarding query handling to new and existing employees
- Take over problematic clients from team until they are back on track
- Explore and suggest new markets to grow business
- Devise new marketing channels and develop strategies as to how to make most out them
- Devised and implemented cloud-based real-time reporting system
- Develop detailed business proposals for interested clients
- Entertain sales calls and close sales
- Entertain, educate, advise interested clients with the best solution within their budget along with the pros and cons of different alternative solutions


Job Responsibilities

- Lead the team for the achievement of the team objective
- Help management in devising alternative benefits for employees to keep them motivated
- Design and implement ways to get information from customers
- Entertain customer queries and forward issues to the concern department
- Help customers in selection of the best alternative that best satisfy their needs
- Call clients to take their input about the level of satisfaction with the company and to get their input and suggestions for further improvements
- Develop daily report for the management review

Jun 2008-Jul 2008: Orix Leasing Pakitan Ltd.    Intern

Job Responsibilities

- Interned in the Business Control Department for 6 weeks where I developed an in-depth understanding of work flow in BCD department, learned the intranet and lease closing procedures/process and dispatch system in the financial industry. Assignments undertaken included
- Review of cars, equipment leased reports
- Improvement in the recording system so that it can be distinguished not only yearly basis but also according to vehicles and equipment category that too corporate and on individual basis.

Trainings, Certifications, Conferences and Workshops

- World Tourism Conference 2013
- Best of Digital Marketing by Mike Berry
- Digital Media conference (DigIt) 2012
- Workshop on Power of Dialogue
- Designing Digital Content by Nancie Wight

Professional Skills

- Proficient at MS Office and SPSS

Awards and Recognition

- Teaching assistant for the French language
Fahad Hanif

021-34284301, 0321-2041214
fahadpalla@gmail.com
Date of Birth: November 20, 1986

Marketing

After graduating from the Institute of Business Administration, (IBA) in 2010 with a BBA, I joined my family business, Palla Industries, succumbing to the pressure from my family. However, I soon realized that I wasn’t meant to run the family business because I wanted to do things on my own. I wanted to strive hard to achieve success instead of just landing into the shoes of my forefathers and bank on their success.

The four years at IBA taught me various aspects of business ranging from finance to supply chain. I learned to apply my knowledge in a competitive professional setting where my skillset would be evaluated on actual work as compared to being pampered as the owner of the business. Hence, I joined Jubilee Life Insurance as a Management Trainee. At Jubilee I learned a lot valuable lessons including interaction with clients, dealing with corporate finance, handling vendors etc. My relentless hard work and dedication enabled me to progress quickly within the ranks of the organization. As time went by additional responsibilities were added to my portfolio and I continued to deliver work with excellence.

In order to excel further, I realized I needed to get a higher education. Thus, I opted for an MBA from one of the oldest business schools in Pakistan. I believe that an MBA is more than just a degree; it is a process that teaches an individual to apply textbook knowledge to practical business scenarios based on prior experience. It enables one to appreciate diversity by valuing difference of opinions coming from different cultural backgrounds and varying industry segments. To get the most out of this experience I believe I had to do it with dedication and therefore I left my job to invest a couple of years into studies. Now, with an MBA degree, I aspire to become a marketing and supply chain professional in an organization where I can contribute with my skills and knowledge towards the sustainable growth of the organization. My work ethic, dedication and teamwork have been my biggest strengths during my career. My knowledge and abilities will enable me to prosper within the system of a healthy organization.

Educational Qualifications:

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<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.48* (85.94%)</td>
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<td>BBA</td>
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<td>Institute of Business Administration, Karachi</td>
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<td>A-Levels</td>
<td>2006</td>
<td>Foundation Public School, Karachi</td>
<td>2A 1C</td>
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<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Beaconhouse School System, Karachi</td>
<td>3A, 4B,1C</td>
</tr>
</tbody>
</table>
*CGPA up to the 2nd Semester

Elective Courses

Brand Management, Advertising, Retailing, Services Marketing, Integrated Marketing Communication, Branding and Creative Corporate Communications, Social Media Marketing, Supply Chain Management, Dynamics of Distribution and Logistics

Major Term Papers | Reports | Projects

- Presented on a book of neuromarketing “Brainfluence by Roger Dooley”
- Made a report and presented on the retail strategies of Pizza Hut v/s 14th Street Pizza (from traditional to contemporary)
- Detailed report and presentation on the marketing audit of Walls Badami
- Made a report and presentation on the “Easy Car”, a services developed and marketed by us
- Brand analysis of Pringles for Brand Management course
- Live case study on The Citizens Foundation (TCF) for the identification of problems and solution using the tools of strategic management
- Detailed report on the supply chain of Engro Foods Limited (Dairy division)
- Preapred a business model for selling RFID solutions for inventory management
- A detailed research was conducted on SOGO Group of companies for launching a new pesticides brand with SOGO's name. Results were complied and analyzed using SPSS
- Organized an event for launching a new reality show by the name of “The Super Star”

Extra-Curricular Activities

- Part of IBA cricket team
- Coordinator of IBA adventure society
- Member of IBA sports society 2006-2007
- Worked as a member of guest relations of the seminar “Bulls of the Market” held on 21st April 2007
- Initiated and executed IBA flood relief campaign 2010
- Completed 30 hours of social service during 2005 at Friends of Cardiac Surgery
- Freelance writing for www.academia-research.com
- Participated in a debate during 2004 in Foundation Public School
**Work Experience**

**Jun 2013-Jul 2013:** Shell Pakistan  
**Aviation Intern**

**Job Responsibilities**

- Successfully completed a six weeks internship program with projects spread across aviation industry (Flight Support Companies) of Pakistan  
- Disciplines:  
- Researched upon and highlighted factors other than price that impact the fueling decision of the resellers/ITP FSC (Into Plane Flight Support Companies)  
- Prepared ITP FSC aviation strategy for 2014-2015

**Jul 2013-Jan 2014:** International Textiles Limited  
**MBA Project**

**Job Responsibilities**

- Lead time reduction for MJS division  
- Problem identification was done by conducting detailed research on the entire value chain  
- Development of demand forecast for better scheduling and planning  
- Implementation of S&OP team

**Oct 2011-Aug 2012:** Jubilee Life Insurance Company  
**Assistant Executive**

**Job Responsibilities**

- Assisted in operational functions of the Business Strategy & Chanel Operations (Bancassurance) department:  
- Coordinated with local and international banks to process consumer claims  
- Handled different products until their maturity  
- Prepared service level agreements (SLA’s) for clients  
- Mapped processes, identified short comings and suggested strategic solutions for department  
- Transaction management of all the partner bank

**Nov 2010-Oct 2011:** Royal International Exchange Company Pvt Limited  
**Management Trainee**

**Job Responsibilities**

- Was rotated in various departments like export, Admin & HR and internal audit department to learn the dynamics of the work.  
- Conducted internal audit of head office and branches (Karachi and Lahore)  
- Recommended and implemented several changes  
- Drafted the employee agreement that was not present previously  
- Managed different cost centers to reduce unnecessary costs

**Jun 2011-Present:** Zenith Event Management Services (ZEMS)  
**Co-founder / Director**

**Job Responsibilities**

- Developed strategies for business development  
- Managed cash flows, budgets and quotations  
- Developed strategies for organizational growth  
- Supervised events to ensure quality

**Jul 2010-Sep 2010:** Palli Industries Limited  
**Business Development Executive**

**Job Responsibilities**

- Marketed and developed business to get new buyers  
- Trainings, Certifications and Workshops  
- Attended the “Managing a brand launch” workshop

**Trainings, Certifications and Workshops**

- Attended the “Managing a brand launch” workshop at Pakistan Society for Training and Development (PSTD)

**Professional Skills**

- Proficient at MS Word, Excel, Power Point and Prezi

**Awards and Recognition**

- Was awarded the best case solution award during the “Managing a brand launch” workshop by Pakistan Society for Training and Development (PSTD)  
- Received certificate for quality grades in Mathematics in A’ levels from Foundation Public School  
- Received certificate for quality grades in Accounting in A’ levels from Foundation Public School
Gulrukh Hina

021-36338340, 0345-2933832
gulrukh.hina@khi.iba.edu.pk
Date of Birth: August 25, 1988

Marketing

"After acquiring a Bachelors degree, I had a chance to work in an internationally-competitive environment at Kassim textiles. This job provided me a great opportunity to gain marketing and sales experience. My job turned out to be an enriching experience as I learnt a lot about general business dynamics. It was also the time when the significance of further higher studies started to become more evident to me. It did not take me long to fully appreciate the fact that in order to achieve my goals and to prevail in a complex business world, I needed to continue my education. The Institute of Business Administration (IBA) was my first and primary choice to do this. IBA's master's program has an excellent reputation and I knew that my investment of time, energy, and money will be well rewarded. In today’s market, competition is fierce and in order to stand out amongst the crowd, I am positive that IBA has sharpened my skills and abilities.

MBA gave me a better perspective and understanding of marketing and sales. It allowed me to focus on my interest in marketing as well as endow me with the career responsibilities and exposure to resources, for instance networks and learning tools. This program has honed my managerial skills and helped me develop an aptitude for conducting international business, giving me an opportunity to build up my global business perspective, as well as provided me a platform to indulge with people of diversified backgrounds. I consider myself lucky to be a part of this Institute which has been at the forefront of education revolution since a long time.

I am a motivated individual who plans for the future, and is competent in what I do. I have a thirst for knowledge and the hunger to prove myself to the world. I hope I will be able to turn my goals into reality by joining a dynamic organization where I would be able to utilize my abilities to the best for the betterment of the organization and society in general. I have a particular interest in brand development and management, marketing, sales and supply chain and would like to see myself in a good position in a top-notch organization of Pakistan."

Educational Qualifications:

<table>
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<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.31*</td>
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<tr>
<td>BBA Honors</td>
<td>2010</td>
<td>Textile Institute of Pakistan, Karachi</td>
<td>3.13</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2004</td>
<td>Metropolitan Academy School, Karachi (Computer Science)</td>
<td>A</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers Reports Projects

- Implemented a Change Management initiative of Fire Safety Drill at IBA University Campus
- Prepared a Live Case Study on the Strategic Alignment Process at The Citizens Foundation Schools.
- Executed Integrated Marketing Communication tools on “IBA Superstar” TV Show.
- Understanding and analyzing distribution planning requirement in ERP using SAP
- Developed a mock Service Delivery Model for a Freight Forwarding Company
- Conducted a Marketing Audit on the VIM brand.
- Conducted Brand Audit of Ariel as a Brand Management Project.
- Prepared a documentary on “Evolution of Radio industry in Pakistan”
- Analyzed Consumer insights of Levi’s via research in Consumer Behavior Project.
- BBA Thesis on “Analyzing the work-related issues faced by female in apparel industry : case study of 3 units”
- Analyzed the Sales Management at HINOPAK MOTORS
- Reviewed Recruitment and Selection Process implemented by Hino Pak

Extra-Curricular Activities

- Worked for the uplift of the community members of the Rotaract Club of TIP
- Organized various social events at university.
- Volunteered in Textile Asia 2009 at the ‘Novozymes’ Stall
Work Experience

Jun-Dec 2013: Abraaj Capital
Student Consultant

Project Objective

- Impact Investment in Pakistan’s Health care Sector

Project Components

- In depth assessment of current state of the Healthcare Industry; evaluate current players, role of government, patient health seeking behavior.
- To subsequently identify the possible gaps between and supply of healthcare services presently provided.
- To suggest a self sustaining and commercially viable business model for Healthcare Service Providers to exploit this demand-supply gap.

May 2010-April 2012: Kassim Denim Pvt. Ltd.
Senior Marketing & Sales Executive

Job Responsibilities

- Determine the demand for products and services offered by Kassim Denim and its competitors and identify potential customers.
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, analyzing business developments and monitoring market trends.
- Develop pricing strategies with the goal of maximizing the firm’s profits while ensuring the firm’s customers are satisfied.
- Managing and handling the accounts of C&A and VF Corp and following up with their respective liaison offices in India, Hong Kong, Bangladesh for all matters related to the buyers fabric requirements from sampling to bulk productions.
- Coordinating with Local Garment Vendors and Foreign Garment Vendors.
- Developed new buyers like K&L Rupert, Andre and Spring Field, and built strategic relations with them.
- Coordinated with the in-house functional departments and managed the supply chain, making sure that the shipments were on time, also keeping the buyer informed all the time.
- Handled multiple tasks at a time; simultaneously doing from sampling to the final past shipment details and offering post purchase services, looking for repeat business.

Jan 2009: Al-Karam Textile
Internee

Job Responsibilities

- Maintained and updated the Wal-Mart and other customers’ files. Follow ups from processing, cutting and stitching departments, order status to ensure timely completion of order, improving organizational skills.

Jul 2009: GIA Associates
Internee

Job Responsibilities

- Help in developing marketing strategies for new buyers. Managing the sampling department and facilitating all ‘Styles’ till production, as well as arranging for factory ‘Offering samples’ to be sent to the Buyers’ to superimpose improved factory capabilities.

Jul 2008: Naveena Textile Karachi
Internee

Job Responsibilities

- Worked for the entire supply chain of weaving unit from procurement of yarn till shipment of fabric rolls.

Trainings, Certifications and Workshops

- Attended Personal effectiveness program to develop skills that will make effective in personal as well as professional roles
- Attended seminars and presentations during IBA Dubai Study Trip 2012 in companies like IFFCO, Bloomberg, and Mondelez International.

Professional Skills

- Good knowledge of MS-OFFICE including basic MS-Project
- Good basic knowledge of SPSS and SAP based working environment
- Supply chain Management, Merchandising, Sales and Marketing
- A team player with good interpersonal, communication and organizational skills.

Awards and Recognition

- BBA: President’s List Award in Fall 2009 (4.00 GPA)
- BBA: Dean’s List Award in Spring 2009 (3.6 GPA)
- BBA: Dean’s List Award in Spring 2010 (3.67 GPA)
Khawar Ali Sher

0321-5113643
khawar.ali@khi.iba.edu.pk
Date of Birth: March 07, 1987

Marketing and Supply Chain Management

“I am a self-driven and motivated person, who enjoys working in teams and that is the best assets that I have.

Bachelors of Business Administration from Bahria University Islamabad gave me exposure to the general business environment and global business practices. My passion to further expand my knowledge base and to have diverse experiences led me to be involved with an entrepreneurial venture as well as getting the experience of working as an account executive looking after sales of key accounts, in a company with worldwide presence.

After having the experience of both running a business and doing a job, I wanted to further enhance my competence as a business manager. Doing MBA from IBA was the best means to that end. IBA has the best faculty for business management and its tradition of producing business leaders were the reasons why I wanted to study here.

In the last year-and-half I have been able to pursue my interests in various subjects and polish my professional skills. From studying in-depth about marketing, consumer behavior, brand management and economics with a case study based method and having the broad picture of how supply chains integrate in developing a value proposition in businesses. I now possess a working knowledge of how business managers develop strategies and how they use tools such as social media and brand activations to enhance their brand’s value. I understand what role Human Resources has to play as a strategic business partner. I can envision the bigger picture of our business environment where we operate, and how companies are leveraging their global supply chains to boost productivity and decrease costs.

I see myself working in a challenging role, which compels me to enhance my productivity and contribute to the success of the organization. Be it in supply chain management, brand management, HR or even as an MT, I now possess the skills, competence and the tools required to take on the challenge.

Educational Qualifications:

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<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.21* (79.81%)</td>
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<td>BBA (Hons)</td>
<td>2009</td>
<td>Bahria University, Islamabad (BICM)</td>
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<td>Matriculation</td>
<td>2002</td>
<td>Islamabad College for Boys, ICB (FBISE)</td>
<td>A Div</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses

Consumer Behavior, Retailing, Media Management, Industrial (B2B) Marketing, Services Marketing, Brand Management, Strategic Marketing, Supply Chain Management, Dynamics of Distribution and Logistics

Major Term Papers | Reports | Projects

- Term Report on APL Logistics and Shan Food in Supply Chain Management, discussing SCOR model as well their SC models.
- Group Presentation on Surf Excel, its positioning and segmentation strategies in Consumer Behavior, including consumer response survey.
- Comprehensive marketing strategy developed in conjunction with Masafi Marketing department for our Marketing Management term report.
- Wrote a case study on the evolution of PTCL’s HR practices as it went through the process of privatization.
- Developed comprehensive safety and Emergency exit plans for IBA and conducted two safety drills, for our Organizational Behavior term project.
- Conducted a comprehensive marketing strategy audit for PIA in Strategic Marketing, working with their marketing department.
- Corporate strategy term report: the dynamics of PIAC (PIA) and devised a future strategy.
- Studied Mobilink and its various brand management strategies over the course of its history.
- Studied the B2B marketing strategies of Mobilink, working closing with their Key Account Managers, Industrial Marketing (B2B) Term project.
- Developed a video documentary on Newspapers, their place and budget share in contemporary media / advertising mix of companies.

Extra-Curricular Activities

- Attended DigIT 2012 and 2013 (Organized by Pakistan Advertisers Society), as a volunteer in their management team.
- Guest Relations Team Manager at IBA Economic Forum, March 2013
- Director Publications and Editor of Creat On magazine at Bahria University, Islamabad.
- Active member of HR Club and Marketing Club at IBA.
- Study trips to Port Qasim, Agility Logistics, APL Pakistan, Shan Foods, Port Grand and Lowe & Rauf advertising.
- Administrator of a Facebook group with over 21K members and active user of Twitter.
Work Experience

May 2011-Jul 2012: Sysnet Group (Pakistan)  Account Executive

Job Responsibilities

• New business development by cold calling and visiting potential clients.
• Business relations management with assigned existing key accounts such as Mobilink and Telenor.
• Developing sales leads and following up on leads generated from the principal or vendor side.
• Developing and maintaining all sales reports and sales activity progress reports.
• Sales forecasting and extrapolation of expected revenue (sales budgets) based on previous sales data of regular clients.
• Developing proposals and quotes in close coordination with Solution Engineering team, according to PPRA rules for governmental organizations.
• Representing Sysnet Pakistan at various biddings and proposal submissions.
• Managing and updating their CRM application.

Entrepreneurial Venture

Mar 2010-Mar 2011: Hassan Abdullah  General Manager

Job Responsibilities

• Looking after the office assets and managing staff of our Islamabad branch.
• Developing a strategic vision for our organization and defining its core competence in specializing in corporate expansion consultancy.
• Keeping abreast with major developments in the real estate sector and business trends of the commercial real estate market.
• Hiring new employees for all the four office locations of the company, and forecasting our HR requirements.
• Coordinating and corresponding with regional heads and higher management of clients, especially banks and MNCs we were working with.
• Rent negotiation, contract negotiations, and “closing” the contracts.
• Developing contracts for rental, sales as well as lease of premises for banks and other MNCs.

Research Consultancy

MBA Final Year Project

• Company: Mobilink
• Research Title: Employer branding at Mobilink
• What are the best practices of leading employer brands (secondary research) and how Mobilink is perceived as an employer brand (primary research)
• What activities can be undertaken to strengthen the employer brand and what role social media can play in the process.
• The final outcome will be a comprehensive policy document.

Internships:

Jul 2009-Aug 2009: Orient Advertising  Intern
• Worked in client relations with rotations in Administration, Art Works, Creative, Media and class ads sections
• Looked after some government clients (Ministry of Health) and also some private clients such as TransWorld.
• Studied the working of an advertising firm in detail and familiarized myself with the creative process as well as art works which generate the “copy” of ads.
• Studied the processes of media planning and observed the function of a media buying house.

Aug 2008-Sep 2008: Soneri Bank  Intern
• Worked at Account Opening section of the bank
• Studied the operations of a bank’s branch
• Familiarized myself with various types of banking accounts, the services offered by different types of banks and how banking business works.

Trainings, Certifications and Workshops

• Leadership and Team development workshop with Ashraf Jalaiwala
• Interview skills and Career-Profession Preferencesession with Unilever Team and Country Manager Sabzvari Faisal.
• Negotiation Skills workshop with MZeeshanHoideer
• Attended DigIT 2012 and 2013 on social media marketing in Pakistan.
• Various sales certifications for Citrix, Avaya IP Office and WebSense

Professional Skills

• Excellent presenter.
• Excellent interpersonal and communication skills, especially for the purpose of developing business relations.
• Contract development and execution skills, familiar with “legal language” of such documents.
• Excellent report writing skills.

Software and Tools

• Proficient at MS Office and SPSS
• Proficient with Adobe Premier, Adobe After Effects and CyberLink PowerDirector for video editing.
• Adept with Photoshop for graphic design and Corel Draw for vectors.
• Animated presentations in Flash, SwishMax and Prezi
• Website development through Adobe Dream Weaver and Word Press.
Mehwish Fatima
+966 56 587 1678 (Riyadh, KSA)
021-35251882 (Karachi, Pakistan)
mehwish.fatima@gmail.com
Date of Birth: September 28, 1987

Marketing

After graduating from IBA with a Bachelor’s degree in Marketing, I joined Habib Bank Limited as a Management Trainee. Successfully completing training at the top of my MT batch, I was placed in Consumer Banking and the two years I spent at HBL convinced me that I was a right fit for a position integrating strategy with product management. My majors helped me understand the product development process and the hands-on experience I gained while launching a consumer overdraft product, made me realize that I had passion to lead a project and see it through till the end. My dogged determination realized fruit when we launched the project despite many hiccups and I was awarded the Consumer Banking Service Excellence Award. Recognition by my supervisors and appreciation for my goal oriented attitude increased my confidence and helped develop my leadership skills.

Through my experience I realized that my biggest strength is my willingness to take initiatives and positions of responsibility; and even as early as my school days, I was chosen Head Girl with authority over the student body. This flourished further at IBA where, as the Manager of IBA English Literary Society I revived a dormant student club by having the first-ever literary and art event at IBA. Even at HBL I was acknowledged by my managers for my initiative of identifying savings in our product’s cost structure.

My decision to return to IBA for my MBA was based on the academic value-addition I sought. At IBA, I learnt to observe and analyze strategic level decision making through the use of case studies as well as the MBA project in which we worked on a live business of a company. The feasibility that we conducted for Princely Jets (Pvt.) Ltd. (an Akbar Group company) for its new aviation venture demonstrated how businesses are established in real life and prepped us for a mindset that we would have to demonstrate as we step into management positions.

With a balanced skill set and strong interests in marketing & brand management, and strategy & product development I aspire to work for an organization that values initiative, creativity and responsibility so that as the organization grows, I continue to learn and grow with it.

Educational Qualifications:

<table>
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<tr>
<th>Qualification</th>
<th>Year</th>
<th>University/Institute/Location</th>
<th>GPA/CGPA</th>
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<td>3.83 (90.57%)</td>
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<td>BBA</td>
<td>2010</td>
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<td>3.65</td>
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<td>A-Levels</td>
<td>2006</td>
<td>St. Patrick’s High School, Karachi</td>
<td>3 B’s</td>
</tr>
<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Happy Home School, Karachi</td>
<td>8 A’s, 3B’s</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses

Major Term Papers I Reports I Projects
- Authored a Live Case focusing on strategic direction of National Foods
- Developed an Ad campaign on the social cause - Insurance for the Poor
- Prepared a Live Case on performance and compensation management issues of National Foods
- Conducted Marketing Audit for Vim, a Unilever Pakistan product
- Conducted Brand Audit and proposed a brand revival strategy for Tetley
- Conducted a Feasibility Study for a change management initiative to implement solar energy at IBA University Campus
- Prepared a Business Plan and Service Delivery model for a market research firm
- Critically analyzed the strategic human resource practices at TRG Tech
- Reviewed the performance management systems in place at McDonald’s
- Prepared a Documentary on the rise and dynamics of Social Media
- Conducted Market Research for Brand Health Tracker for Tapal Tea
- Developed a Video Thesis on New Positioning by Jack Trout
- Prepared a research report on CSR: Hope v/s Hype for Pakistan

Extra-Curricular Activities

Leadership
- Class Representative, BBA & MBA, 2009-2010 & 2012-2014
- Chief Organizer, “Talking Pictures’ 1st ever Lit. & Art event at IBA, 2009
- Creative Manager, IBA Carnival 2009
- Manager, IBA English Literary Society, 2008-2009
- Creative Team Manager, IBA Alumni Society, 2008-2009
- Executive Council Member, IBA Library Society, 2008-2009

Event Management
- Organizer at Dig-It 2012, Digital Conference by PAS, 2012
- Organizer, Pehchaan, 1st ever Brand Pakistan Competition, IBA, 2010
- Corporate Affairs Team, “Buyology” Seminar by Martin Lindstrom,2009
- Corporate Affairs Manager, “E-Marketing; Global Interactivity” Seminar, IBA, 2008

Interaction & Communication
- Editor, Quill, IBA E-Newsletter, Milestone & Al-Khaber, Happy Home, 2002-2004 & IBA, 2007-2010
- Publications & Communications Manager, Brandonama 2010, IBA
Work Experience

Jun-Dec 2013: Princely Jets (Pvt.) Ltd.  
Research Consultant

Objective

- Assess Market Readiness for its new aviation project

Research Modules

- Problem Identification and Needs Assessment
- Exploratory research of current landscape in Pakistan
- Business Model Creation
- Business Launch Plan

Aug 2010-Aug 2012: Habib Bank Limited  
Assistant Product Manager

- Joined as a Management Trainee and was the batch valedictorian, subsequently placed in Consumer Banking.
- Took initiative and discovered cost savings that proposed to reduce legal expenses.

Job Responsibilities

Product Development

- Played a vital role in the development and spearheading the launch of the consumer overdraft product SalaryPlus pan Pakistan.
- Responsible for coordinating with different business units ranging from Legal, Compliance, IT, Branch Operations and Marketing and respective Group Heads.

Sales Management & Training

- Assigned targets to the 12 regions pan-Pakistan
- Providing support in terms of marketing collateral and product training to regional teams

Oct 2009-Jul 2010: IBA Teaching Assistant to Chairperson, Dept. Management

Job Responsibilities

- Designed class discussion material and quiz papers
- Assisted in research and developing Faculty Handbook

Jul-Aug 2009: Engro Foods Limited  
Internship in Marketing Department

Job Responsibilities

- Did initial scoping and development of PR strategy
- Assisted in Usage & Attitude research and conducted Market visits
- Initiated EFL Website Development
- Assisted in Qwaum School Program and devised Social Marketing Strategy for Olper’s

Internship in Sales and Marketing Department

Job Responsibilities

- Developed and conducted the initial implementation of Performance Management System
- Designed and conducted primary research of the entire sales team’s individual selling styles, strengths, talents and weaknesses

Jan-Mar 2009: Business Recorder Newspaper  
Freelance Researcher

Job Responsibilities

- Researched and analyzed financial statements of companies for Brief Recordings section

Trainings, Certifications and Workshops

- Two-day workshop on Managing a Brand Launch by international trainers Qashif Efendi & Omer Azeem - Oct 2013
- Five-day Marketing Study Tour to Dubai led by IBA faculty focusing on FMCGs and media – Jan 2013
- Two-day workshop on Huthwaite Spin Selling - the HBL way - March 2012
- Comprehensive four-month Management Trainee Program - Achieved 1st position, Habib Bank Limited - Aug-Nov 2010
- Attended IBA Personal Effectiveness Sessions - 2013
- Interactive Session by Martin Lindstorm on Buy,ology - 2009

Professional Skills

- Proficient at MS Office
- Project and Time Management
- Leadership and Interpersonal skills

Awards and Recognition

- 1st Position - 1st Semester MBA, IBA - 2012, 2013
- MBA Dean’s List, IBA - 2012 - 2013
- Service Excellence Award, HBL Consumer Banking - July 2012
- 4th Position - BBA, IBA - 2010
- BBA Position Holder in 3 semesters of BBA (2006-2010)
- BBA Dean’s List, IBA - 2009 - 2010
- 2nd Runners Up - P&G Business Launch Competition, Karachi - 2010
- Gold Medal in A’ Levels for Accounting, St. Patrick’s High School - 2006
- High Achiever Award for O’ Level, Happy Home School - 2004
- Award of Distinction for being the Head Girl, Happy Home School - 2004
Mohammad Huda Saad

021-35241512, 0333-2113433
huda.saad@khi.iba.edu.pk
Date of Birth: December 19, 1987

Marketing

“An MBA is not merely a qualification; it’s a metaphor. It represents the understanding that a BBA is not enough - that to settle for mediocrity is not enough. In today’s post-industrial work landscape, we need those who are willing to go the extra mile in their never-ending quest for excellence. I have always been such an individual - I’ve tried to be the best at what I do both on and off the metaphorical field and this is evident from my time at Atlas Honda, where I introduced sub-branding. This concept translated into a 21% increase in sales for Atlas Honda Limited and I was awarded Employee of Year 2011.

My passion for marketing and supply chain management can be seen from the fact that I utilised a trip to Istanbul, organised by I.B.A., to learn the market dynamics of this emerging economy. I learnt the importance of synergy between marketing and supply chains - how necessary it is to be in tune with the market and to understand that there is a right time and a right place for each and every product. Leaders and innovators are the ones who use pragmatism, prior experience and ambition to mould market realities.

Currently I am doing my doing MBA project with Matco Rice Processing on new business development feasibility report. The scope of the project has broadened my learning of different function’s working in an organization. How to introduce a new product to a competitive market and how to carve out a niche market are some of the key learning points. As an ambitious and hard-working individual, I am often recognized for my commitment and ability by my peers and my former managers. I handle multiple tasks on a daily basis competently, working well under the pressure.”

Educational Qualifications:

<table>
<thead>
<tr>
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<th>CGPA</th>
</tr>
</thead>
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<td>BBA</td>
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<td>Intermediate</td>
<td>2006</td>
<td>D.A. Degree College for Men</td>
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<td>O-Levels</td>
<td>2004</td>
<td>The City School</td>
<td>68, 2C, 1D</td>
</tr>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- In-depth Analysis of Pakistan Auto Industry (Cars)
- Conducted brand audit of Dettol Surface Cleaner, Reckitt Benckiser.
- Marketing research project of Johnson & Johnsons for better awareness and usage of their baby products
- Marketing Issues in Pakistan faced by the Cellular operators.
- Prepared a video report on Integrated Marketing Communication:
- Live Case study on Atlas Battery Limited.
- Brand Audit on Honda Motor Company.

Extra-Curricular Activities

- Event Organizer of MBA Metamorphoses, December 2012
- General Secretary, IBA seminar on ‘E-Marketing: Global Interactivity’, March 2008
- Operations Manager, Seminar Society, 2008-09
- Event Organizer, IBA Counter Strike Tournament, 2008
- Sponsorship Manager, IBA Business Plan, 2007
- Assistant-Marketing Manager, IBA Annual Dinner, 2007
- Sports Coordinator, IBA Indoor Sports Society, 2007
Work Experience

Jun 2013-Jan 2013: Matco Rice Processing Research Consultant

Job Responsibilities

- Primary and secondary research for a new product entering a market.
- Creating Supply chain for the product.
- Brand Awareness Campaign.
- Creating a Business model.


Job Responsibilities

- Trade Marketing in Sindh and Balochistan.
- Achieved designated sales target/Develop dealership in various locations.
- Managed the promotion and direction of the sales and service activities among customer in Karachi territory.
- Held sales meetings with distributors and make forecasts on anticipated sales.
- Assisted cross-functional teams to develop company’s business/conduct activities.
- Analyzed sales statistics to formulate policy and assists in promoting sales.


Job Responsibilities

- Relationship Development with Hinopak Motors Limited.
- New business development in the automobile industry.
- Assisted in all marketing and promotion activities.
- Analyzed customer base and identify revenue generating opportunities.

May 2009-Jul 2009: Zong(CMPak) Internee

Job Responsibilities

- To improve franchise efficiency in sales and service.
- To develop a marketing campaign for selected franchises.

May 2008-Jul 2008: Atlas Battery Limited Internee

Job Responsibilities

- Developing a marketing campaign for the AGS brand.
- Assist in developing a CRM system.

Professional Skills

- Good Communications, Analytical and Interpersonal skills.
- Effective team player along with multi-tasking abilities.
- Proficient in MS Word.

Awards and Recognition

- Employee of the year 2011 at Atlas Honda Limited.
Mohammad Umer Shabbir
0300-5348631, 051-4448285
umer_shabbir01@hotmail.com
Date of Birth: May 10, 1987

Marketing and Supply Chain Management

Doing BBA in marketing was indeed a blessing that I leveraged to get an insight of how corporations work effectively in a competitive environment. During my study at Bahria University, Islamabad, I came across several different disciplines of finance, Management and Marketing that I found myself deeply interested and enjoyed the learning environment. BBA equipped me with the understanding of the principles of business administration and corporate functions. After doing my BBA I joined Channel 7 Communications, an advertising agency based in Islamabad, in the Creative department as a trainee. Through various workshops and exercises, I understood the tricky traits for being creative and to develop out-of-the-box thinking. It was during this time I realized that I needed to broaden my skill set and thinking ability. I felt that I need to get out of Islamabad and experience living in other cosmopolitan cities like Lahore and Karachi and also understand their corporate sectors. For my successful career progression I need to have broader skills and ability to look at things from a wider perspective. All this contributed in my decision to pursue MBA degree.

Getting admission in IBA and doing MBA was the greatest opportunity in my life to develop my skills and knowledge from one of the prestigious business schools of Pakistan. It has a strong brand name and alumni community. A mix of faculty members from all walks of life makes IBA a hub of knowledge and experience.

The learning environment at the Institute of Business Administration Karachi is not only confined to the classroom, Projects in different subjects and working in different groups provided an opportunity to improve interpersonal and communication skills. The best part in the MBA Programme was that students were not forced to study; in fact the programme is designed in such a way that students themselves take interest in studies and other extra-curriculum activities.

I want to see myself in some growth-oriented organizations where I would be working in a challenging environment. I enjoy working in groups and can also perform well individually. I look forward to pursue my career in the field of brand, sales and supply chain management and I am willing to leave the comforts of office and go out in the market and experience the business first hand.

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Educational Qualifications:

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<td>Institute of Business Administration, Karachi</td>
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<tr>
<td>O-Level</td>
<td>2004</td>
<td>Beaconhouse Margalla Campus, Islamabad</td>
<td>1 A</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses

Advance Portfolio Management, Entrepreneurial Management, Consumer Behavior, Branding and Creative Corporate Communications, Social Media, Marketing, Services Marketing, Personal Selling, Integrated Marketing Communication, Strategic Brand Management, Strategic Marketing, Supply Chain Management, Dynamics of Distribution and Logistics, Strategic Sourcing and Procurement

Major Term Papers | Reports | Projects

- MBA Project: Agri-Business Investment Fund sponsored by “The Abraaj Group”.
- Presented a detailed paper by NarasimhanJegadeesh on Predictable Behavior of Security Returns for Advanced Portfolio Management course
- Made a report on empirical analysis on Karachi Stock Exchange for the last 20 years and based on this made an ideal portfolio for investment
- Developed a feasibility report on Solar-Panel Energy in Pakistan for Entrepreneurial Management course
- Re-launched and brand activation for the brand “Shoop Noodles” at IBA main campus
- Compiled all the required data for IBA Alumni book as a part of Change Management for Organizational Behavior and Leadership course
- Made a feasibility report on new construction of hostel at IBA as a part of advance and applied business research course
- Term Report on Corporate Strategy of AMAN-Tech foundation
- Term Report on Supply Chain of Shan Foods
- Launched our own services business at IBA as a part of Services Marketing course
- Consumer Audit Report of Consumer Behavior on Colgate- Palmolive, Pakistan
- Marketing Audit of Telenkita Pakistan
- Developed a new brand for Strategic Brand Management course.
- Applied ZMET technique in determining strategies for marketing
- Managed digital marketing campaign of Shan Shoop as a part of Branding and Creative Corporate Communication course
**Work Experience**

Jun 2009-Aug 2009: Mobilink Internee

**Internee in PR and CSR Department**
- Worked closely with Mobilink’s IDP camps at Jehangira
- Maintained journals of Mobilink’s CSR activities.
- Organized a press conference
- Organized ‘We the People’ an HR engagement event at Mobilink

May 2010-Jun 2011: Channel7 Communications, PVT LTD
Trainee Creative

**Job Responsibilities**
- Worked on various advertising campaigns of private and public sector organizations
- Worked closely with Punjab Government’s projects and have been involved in strategizing the rallies
- Organizing member of TiE- Bounce Back 2011, Islamabad
- Worked with LaunchPad, a sister concern of Channel7 managing digital campaigns of various organizations
- With closely in concept writing for TVCs and English copy writing.

Sep 2011-Jul 2012: Hayat Computers, PVT LTD Sales Executive

**Job Responsibilities**
- Responsible with client relationship building
- Managed major business accounts of the company
- Involved in forecasting process for Cannon printers, a hot selling item
- Managed a team of sales trainees and set goals for them
- Developed FAQs for clients that was posted on the website
- Procurement of consumer electronic items compatible to the Pakistan’s market

**Extra-Curricular Activities**
- Winner of Inter-Batch cricket tournament at IBA Boys Hostel
- IBA Marketing Summit
- Management Team of IBA convocation 2012
- Management Team of Alumni Dinner at IBA
- Management Team of HR Invent, 2012
- Organizing committee member for Battle of Brains 2012.
- Management Team of Avent Grade 3.0, 2013
Mohsin Ali Khan

021-34300361, 0345-3036085
inboxmohsin@hotmail.com
Date of Birth: January 18, 1986

Marketing

"Definitely not because it was a widespread fad to have a Masters degree was the reason behind my MBA degree. Spending 3 years in a diverse set of industries, I firmly believed I had the potential to achieve more than what was required from me. Hence it was evident that after certain skill sets, companies look for credibility in the employee they hire, which is provided by an MBA degree. I also felt the need to update myself with new tools of problem solving and a learning criteria that adds value with pace to my career growth.

A benchmark experienced system that can best analyze, measure and convert my weaknesses into strengths was what led me to IBA. I loved the various challenges it put me through everyday only for one soul reason which was to bring out the best in me. Also enhancing my global learning by selecting me to study at the University of Malaya, the top university of Malaysia, IBA served its vision of leadership. Never the less IBA to me is the place where not only the faculty but my peers fashioned such a competitive ambience that it will lead to my sustainable discernment for the years to come.

Being a highly motivated individual I look forward to apply my experiential learning in a business environment where growth is achievable. My aim is to serve the Marketing applications in an industry preferably the FMCG sector, since it has always been an area of interest for me. However, by proving my capabilities, creative skills and knowledge database I see my self reaching to a senior management level position in a reputable organization in the near future.
"

Educational Qualifications:

<table>
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<td>3.04* (78.46%)</td>
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<td>(Exchange Semester)</td>
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<td>St. Michaels Convent School, Karachi</td>
<td>5Bs, 2Cs, D</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses

Brand Management, Consumer Behavior, Advertising, Sales Management, Media Management, Social Media Marketing, Supply Chain management, Global marketing and Integrated Marketing Communication.

Major Term Papers I Reports I Projects

- Advertising plan for Continental biscuits Ltd.
- Marketing Plan for Fraser and Neave Ltd.
- Advertising brief for Ariel
- Marketing Audit for Bake Parlor
- Social Media marketing campaigns
- Conducted Market Research Analysis for Digital news
- Reflection paper on Global marketing issues
- Supply chain management issues audit at leapfrog
- Pakistani media analysis
- Project on the working culture of IBA

Extra-Curricular Activities

- Best Presentation Award 2009
- Best Musical Talent - Napa awards
- Nominated for LUMS MSE 2013
- President of Music society - PAF KIET
- Winner of TRG battle of bands
- Entrepreneurial projects of Teaching and Music
Work Experience


Job Responsibilities

- Providing financial information as per management needs
- Preparation of financial records and information
- Preparation of payments by verifying documentation and disbursements
- Reconciling financial discrepancies by collecting and analyzing information
- Substantiating financial transactions by auditing documents
- Regularly inputs of information from invoices
- Timely submissions of reports as per department heads needs
- Carrying out auditing functions
- Tax cuts for staffs and salary functions

Jul 2009-Aug 2010:  Café Students  Branch Account Executive

Job Responsibilities

- To provide support in all matters of finance regarding the branch
- To make sure financial regulations are met by the staff
- Auditing transactions
- Credit requirement and recovery
- Salary functions and tax deductions
- To promote and advise on cost saving measures throughout the branch
- Present analysis of the daily recordings to the branch manager

Feb 2009-Jun 2009:  Global Securities Pakistan  Senior Equity Officer

Job Responsibilities

- Legitimate closing summary writer for Bloomberg
- Buying, selling and future projections of KSE
- Dealing with high net worth individuals for their accounts management
- Day to day transactions of short selling
- Updating information to foreign clients via Bloomberg
- Analysis of financial information to provide better projections
- Client meetings
- Providing Capital market analysis through current happenings

Jun 2008-July 2008:  Pakistan Petroleum Ltd.  Internee

Job Responsibilities

- Getting hands on experience of every sub unit in the finance department
- Maintaining records for the salaries of off shore employees
- Data input and calculations on the company’s own developed software
- Regularly attend department meetings in the finance unit

Trainings, Certifications and Workshops

- World tourism conference 2013
- IBA Muniq 2013
- Young leaders conference 2013
- LUMS music festival 2013
- Entrepreneurial Summit 2009

Professional Skills

- Presentation skills
- Creative skills
- Finance expertise with marketing know how
- Proficient at MS Office
- 10 years of group Teaching experience
- Proficient Speaker

Awards and Recognition

- Dean’s honor list
- Best Presenter 2009
- Merit scholarship at PAF KIET
- Best Musical Group award
- Winner of entrepreneurial summit 2009
Muzammil Shahid
021-34687953, 0342-2386155
muzishah@gmail.com
Date of Birth: August 08, 1988

Marketing

“Graduating from a prestigious institution, Institute of Business Administration, with a Bachelor in Business Administration opened new and different avenues for me. During my study in IBA, I started getting interested in the Marketing function of an organization. Being a marketer agreed with my personality: social, curious and outgoing. After graduation my first job complimented my interest and provided a wide range of experiences, organizing an event, planning and strategizing PR campaigns for brands and companies alike, etc. I had the opportunity to get the second job in the same field, marketing. The second job also allowed me to explore the field of sales and business development.

MBA was an important requirement to get a good career growth and also for a healthy career and skills development. Continuous learning and development is an important part of career life and MBA provided me with an opportunity to gain further knowledge about my field and the ever changing corporate and business environment. Doing MBA from my alma mater, IBA, was an honor and a great achievement. I have been part of both the old and new IBA. Other than being a reputable institute of Pakistan with a strong Alumni base, the changes in the curriculum and teaching methods provided me an opportunity to learn on the same teaching model as followed in the oldest and prestigious universities of the world. The quality of teaching, teaching methodologies, and variety of courses gave me an opportunity to pursue my majors in a very different light.

I want to see myself in some growth-oriented organizations where I would be working in a challenging environment. I want to employ my work experience with the knowledge gained over the course of MBA, for the benefit of the organization, society, country and the world as a whole. I will be very pleased to combine my interest with my career and the courses taken in MBA would definitely allow me to do so.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
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<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.33* (80.86%)</td>
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<td>Bahria College, N.O.R.E. 1, Karachi</td>
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<td>O-Level</td>
<td>2004</td>
<td>Bahria College, N.O.R.E. 1, Karachi</td>
<td>1A, 4B, 1C</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Formulated and executed a social media marketing program for Diya Pakistan
- Analyzed the supply chain of KTC Tea Company
- Conducted a live-case study report for Corporate Strategy on Atlas Batteries Ltd.
- Organized a MBA Debate ‘Metamorphosis’ to measure industries’ perception about IBA’s MBA
- Conducted Brand audit for Dettol
- Formulated a business plan of research consultancy
- Researched on the garment export of Pakistan and analyzed the textile-garment industry
- Wrote a report on the ethical issues of marketing perspective
- Conducted research on the buying behavior of broadband customers
- Analyzed the marketing problems faced by event management companies in Pakistan
- Formulated a business plan on retailing of optics’ products
- Wrote an analysis of the marketing strategy of BOC Pakistan

Extra-Curricular Activities

- Member, Executive Council, Placement Society - 2009
- Operations Manager, Seminar, Surviving the Turbulent Corporate World - 2009
- Operations Team Member – Talentopia, IBA 2008
- Operations Team Member – Seminar, Bancassurance – 2007
- Member, Social Events Society, IBA 2006 – 2010
- Chief Event Organizer, Charity Fair, Bahria College 2005-2006
**Work Experience**

**Apr 2013-Jan 2014: MBA Project**  
Student Consultant  
Feasibility Report for new venture in Auto Service Industry

**Job Responsibilities**

- Researched the auto service industry, including branded and non-branded auto service shops
- Formulated a business plan and model for a new one-window auto service shop
- Designed the marketing and operational strategy for the one-window auto service shop

**Apr 2012-Dec 2012: InterGraphics C&A (Pvt.) Ltd. Marketing Executive**

**Job Responsibilities**

- Account Management for various clients including two international (Dream House Ltd. & Hudhud Communications) and a local client (Shopping)
- Business Development
- Planning marketing strategies for interGraphics
- Coordinating with the production team, vendors and finance team for execution of projects for clients and marketing for inter Graphics

**Nov 2010-Mar 2012: Mediators Pvt. Ltd.  Manager Clients Services**

**Job Responsibilities**

- Account Management for various accounts/clients - Reckitt Benckiser-Dettol, Oxford University Press, GlaxoSmithKline and UNICEF
- Planning, budgeting and executing PR strategies for the clients
- Daily media monitoring reporting and analysis for UNICEF
- Coordinating with the media monitoring, designing team and vendors for execution of PR strategies for the clients
- Organizing and managing events aimed at improving public relations for various accounts/clients
- Event Manager for the National Health and Hygiene Conference – organized for the introduction of Global Hygiene Council
- Operations Manager for the Pakistan Energy Conference 2011, held in Islamabad.
- Planning stand-alone awareness campaigns and PR projects for Mediators

**Jun 2009-Aug 2009: Telenor Pakistan  Internee**

**Job Responsibilities**

- Conducted a sales audit for the MNP Project - analyzed the test region (Karachi) and presented the results and recommendations for the project to be implemented nation-wide.

**Jun 2008-Jul 2008: Cupola Co.  Internee**

**Job Responsibilities**

- Planned full-day activities for 14 August, Independence Day, at KFC outlets
- Planned a campaign for Pehlafftar for kids at KFC outlets during the month of Ramadan
- Conducted training exercises for customer service staff and leaders of KFC outlets
- Audited Daily, Weekly activities at KFC outlets
- Created Database for frequent customers at various Cupola businesses

**Professional Skills**

- Proficient at MS Office, SPSS, Oracle & VB

**Awards and Recognition**

- Recipient of Bahria Foundation scholarship from 2004-2010
Outliers: The Story of Success is a research-based book written by Malcolm Gladwell. In this book, he evaluates the factors that differentiate the achievers from non-achievers and goes on to prove that achievers are created and not born. The book highlights that even though some individuals might be born with exceptional talents, it needs nurture to bring out the latent talent. I believe that my undergraduate degree and my experience of working with Shell have truly nurtured me and have augmented my interpersonal and leadership skills.

IBA is rated as one of the leading business schools in Pakistan and its MBA program has always been one of the most sought-after graduate programs. The two-year work experience requirement for MBA not only helps in ensuring that the students have significant corporate world exposure after their undergraduate degree but also helps in developing a rich pool of students from diverse backgrounds. This pluralism in turn brings different ideas and perspectives to the class room discussions. I believe that the case study based methodology has helped me to develop analytical and problem-solving skills by exposing me to real-world scenarios. Also, the extensive MBA project has helped me to enhance my interpersonal communication skills and business knowledge while providing me with the hands-on work experience.

Marketing truly excites me and I aspire to become a specialist in it. I enjoy working with brands and meeting new people. I wish to work for a learning organization that takes care of all its stakeholders. I want to add value to the organization while enhancing myself personally and professionally.

Educational Qualifications:

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<td>Institute of Business Administration, Karachi</td>
<td>3.58* (87%)</td>
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<td></td>
<td>2004</td>
<td>Philadelphia High School for girls</td>
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<td></td>
<td>2003</td>
<td>Sultan Muhammad Shah Aga Khan High School</td>
<td>A (83%)</td>
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</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses

- Retailing, Advertising, Branding and Creative Corporate Communications
- Social Media Marketing, Social Marketing, Services Marketing
- Integrated Marketing Communications, Sales Management, Supply Chain Management
- Dynamics of Distribution and Logistics, Performance and Compensation Management

Major Term Papers I Reports I Projects

- Integrated Marketing Communication: Planned and executed the brand activation of Habib Ketchup
- Social Media Marketing: Prepared a Social Media Marketing plan for an underground band
- Sales Management: Analyzed ZIL’s sales operations and recommended practices to strengthen value chain relationships
- Services Marketing: Repositioned Mr. Burger, a food chain and managed the outlet for a day, generating sales of more than PKR 500,000 in a day
- Services Marketing: Ran a service business in IBA campus
- Corporate Strategy: Prepared a live case study on The Citizens Foundation

Extra-Curricular Activities

- Worked as the class representative for MBA morning students (2012-2014)
- Led the HIV AIDS program for AIESEC PAKISTAN on a national level (2008-2010)
- Wrote an article regarding my cross-cultural exchange experience for an international publication called “The ambassadors of peace - Experiences of Pakistani and US Exchange Scholars” (2006)
- Participated in community service activities as a YES (Youth Exchange and Study) program’s alumnus (2003-06)
- Arranged “Healthline”, an informative session on maintaining a healthy lifestyle in IBA for students and faculty (2012)
Work Experience

Oct 2013-Jan 2014: IBA, Karachi  Teaching Assistant

Job Responsibilities

- Prepared teaching aids for Supply chain Management and Organizational Behavior and Leadership courses
- Found and shortlisted case studies
- Led and facilitated class discussions
- Managed admin responsibilities including updating attendance, liaising with the program office, checking quizzes and arranging guest speakers

Jun 2012-Aug 2013: Engro Eximp  Intern

Job Responsibilities

- Spearheaded Engro’s diligence efforts on wholesale and retail operations of rice by conducting in-depth analysis of:
- Consumer consumption pattern and buying behavior of rice
- Competitive analysis of rice industry
- Rice buying patterns in Hotels, Restaurants and Caterers (HORECA)
- Prepared the marketing plan for Engro’s wholesale and retail rice brands; the plan included suggestions for price, product, promotion, packaging and positioning
- Co-organized and coordinated the launch ceremony of Engro Bharosa, Engro’s wholesale outlets

Jul 2010-Jul 2012: Shell Pakistan Limited  Learning Advisor

Job Responsibilities

- Managed Shell’s Summer Internship Program (2011) and assisted in employer branding activities
- Managed the Front Line Leaders Program (in-house learning program at Shell) and other Personal & Business Skills’ workshops and analyzed post training results
- Assisted in organizing G-Scheme (Management Trainee) assessment centers in 2010 and 2011

Jun 2013-Jan 2014: Abraaj Capital  Consultant

Job Responsibilities

- Analyzed the prevalent situation in healthcare and identified the gaps between demand and supply of healthcare services through primary and secondary research
- Formulated a self-sustaining and commercially viable business model in Healthcare for Abraaj Capital

Jun 2008-Jul 2008: Headlion  Intern

Job Responsibilities

- Developed marketing plans for Habib water campaign and DHL’s Mango Day
- Led internal branding initiatives of Shapes Health Club, leading to 8 business development meetings with potential sponsors in 6 weeks

Trainings, Certifications and Workshops

- Trained on SAP (HR Module)

Professional Skills

- Proficient at MS Office and SPSS
- Public speaking and Event management

Awards and Recognition

- Awarded 50% merit scholarship from IBA for being amongst the top 10% of the class of 2014 (2012-2013)
- Selected as one of the 300 delegates to attend the 13th World Business Dialogue in Cologne, Germany from a pool of 1600 applicants from 60 countries (2010)
- Awarded as the “AIESECER of the month” for successfully managing the HIV Aids Program, a joint initiative of Standard Chartered Bank and AIESEC in Pakistan. The team reached out to ~1200 individuals nationwide for HIV Aids awareness sessions. I also managed a sales team comprising of 5 individuals, which built 4 partnerships in 6 months - highest number of partnerships forged by any team in that period (2009)
Noman Khalid
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noman.khalid@khi.iba.edu.pk
Date of Birth: December 26, 1987

Marketing and Supply Chain Management

I started off my career in 2010 with TRG, a global technology outsourcing firm, as a Strategy Analyst. At TRG I worked on several projects and provided market research and social media research consultancy. I was involved in the development and sales of ClearView, a market research platform. I helped in developing the statistical models of that platform and then played a key role in marketing and client management. It was the first platform of its kind to be launched in the local market and I was the cross functional team leader, leading a team of software engineers, graphic designers, and test engineers. I was awarded the “Best New Employee of the Year” award at TRG. I have worked on SPSS, NVivo, MS SQL, and MS Office Suite to tabulate and analyze data and have considerable operating knowledge of these programs.

To further improve my career growth opportunities and enhance my managerial skills, I decided to pursue an MBA and joined IBA once again in 2012. During my MBA training, I learnt strategic decision making through several of the business cases taught at IBA. I focused on developing my strategic analysis and marketing and supply chain skills as these are going to be the critical success factors for the companies in future. My final year project with Akbar Group helped me understand the mechanics involved in analyzing unexplored markets and launching new business ventures.

Statistician, marketing enthusiast, early technology adapter, and a creative, hardworking professional were the characteristics that got me into TRG and helped me win the Best New Employee of the Year award in 2010. With my knowledge and abilities I want to help companies establish themselves as leaders in their own domains, be the icons of regional markets, and establish global brands. I plan to pursue a career in marketing and supply chain-related disciplines. With my previous experiences, improved knowledge and skill set, and ability to get things done, I believe I can be a key contributor in an organization’s success in the corporate world. I am looking for a career in growth-oriented companies where I can learn more, grow better, and in return help the organization perform better and shape the future.

Educational Qualifications:

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<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Karachi International School, Karachi</td>
<td>6A's, 1B &amp; 1C</td>
</tr>
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</table>

*CGPA up to the 2nd Semester

Elective Courses
- Conducted brand audit of Dettol Surface Cleaner, Reckitt Benckiser
- Conducted market research for Reckitt Benckiser Pakistan on Strepsils
- Prepared a live case study on National Foods Ltd.
- Prepared a financial forecasting model for Habib Bank Limited on Microsoft Excel
- Prepared a documentary on Social Media Evolution
- Prepared a documentary on Brand Activation
- Prepared solar energy feasibility analysis for IBA
- Prepared a Business Plan for an event management company operating in Karachi
- Prepared a Business Plan for a market research firm
- Prepared a report on the Problems of Pakistan Tobacco Industry
- Prepared a research report on CSR: Hope v/s Hype for Pakistan
- Prepared a detailed analysis of the Pakistan Automobile Industry

Major Term Papers / Reports / Projects
- Manager, IBA Iqra Society 2008-09
- Vice President, Seminar Committee, E-Marketing: Global Interactivity, 2008
- Participant, P&G Business Plan Competition, Talenterpreneur, IBA Islamic Marketing Conference 2011
- Career Counseling, IBA’s representative, AKHSS Education Expo
- Member: Iqra Society, Entrepreneurship Society, Literary Societies, Alumni Society, Marketing Club, IBA; 2006-2013
- Class Representative: BBA 3rd Semester, 7th Semester, 8th Semester; MBA 3rd Semester
- Volunteer: IBA Convocation 2007, Business Plan Competition 2007, Dawn Aurora Awards, and several other events
Work Experience

Apr 2013-Jan 2013: Akbar Group, Research Consultant

Job Responsibilities
• Market research and feasibility of entering new markets
• Conducted primary and secondary research
• Developed financial plans and forecasts
• Developed and tested the business model in Karachi.

Jul 2010-Nov 2010: TRG (Pvt.) Ltd., Strategy Analyst

Job Responsibilities
• Provided market research and social media research consultancy to local and international clients
• Responsible for account management of research related clients
• Conducted market segmentation analysis for several international clients, developing sales strategies, and optimizing TRG’s operations.
• Gave sales presentations and made marketing collateral for a market research platform called CleaView
• Led the development and implementation team for client implementations of CleaView and verified its statistical models
• Designed user interface of the market research platform
• Carried out case study interviews for each candidate who applied for a job at TRG.


Job Responsibilities
• Prepared a brand re-launch campaign for Nokia 1208
• Designed a questionnaire, surveyed 200 people, tabulated and analyzed the surveys and gave conclusions
• Designed a marketing campaign

June 2008-Jul 2008: Bank Islami Pakistan Ltd, Intern

Job Responsibilities
• Prepared Balance Sheet forecasts for the Bank for years 2008 and 2009.
• Prepared a KIBOR Profile for the last three years
• Prepared a Comparative Deposit Rates Analysis

Feb 2013-Jun 2013: IBA Macroeconomics, Teaching Assistant

Job Responsibilities
• Taught Macroeconomics at IBA
• Conducted tutorial classes to help the weaker students
• Checked papers and compiled grades

Dec 2012-Jun 2013: IBA Foundation Program, Mentor

Job Responsibilities
• Taught Economics and Mathematics to students from backward areas of Pakistan
• Mentored students on how to plan a better academic life
• Gave motivational speeches to enhance self-image of students
• Provided career counseling to students

Apr 2010-Jun 2010: IBA STHP, Mentor

Job Responsibilities
• Taught Mathematics to students from backward areas of Sindh
• Mentored students on time and stress management and improving life
• Provided career counseling to students

Trainings, Certifications and Workshops
• Attended a Six Day extensive Leadership Training Conference IBLC
• Attended a seminar on Brand Repositioning
• Attended a seminar on Effective Advertising in Pakistani Context
• Attended a Personal Development Workshop conducted by UniLever

Professional Skills
• Strong analytical and interpersonal skills
• Effective team leader and dedicated team worker
• Very good teaching skills
• Able to speak and write Arabic, English, French, and Urdu
• Microsoft Office, SPSS, SQL, SAP, NVivo, Macromedia Flash, Web and Graphics Designing, User Interface Designing

Awards and Recognition
• “Rising Star 2010” – TRG Best New Employee Award for the year 2010
• 3rd Position in P&G Brand Launch Competition 2010
• IBA Dean’s List for Fall 2012 and Spring 2013
• 1st Position in MBA Second Semester
• 3rd Position in MBA First Semester
• Merit scholarships from IBA (2012-14), Habib Bank Ltd (2004-10, 2012-14) and Foundation Public School (2005 - 06)
• Certified as Best Commerce Group Student in O-Levels (2002-2004)
Noreen Ahmed

021-36617914, 0333-2070794
naureen.ahmed@khi.iba.edu.pk
Date of Birth: Mar 30th, 1989

Marketing and Sales

“I did my Bachelors in Marketing from the IBA in 2010 with majors in sales and marketing. I ended up working in one of the biggest FMCGs in the world, Unilever for its sales department. This gave me a massive exposure in the world of consumer business and I got to learn first hand how sales and marketing strategy is conducted side by side by winning teams that are able to win consumer trust and confidence the world over. I learned best business practices in the areas of sales, distribution and trade relationing via both formal and in formal training and mentoring that I received working with some of the most seasoned professionals the industry had to offer.

During my tenure at the company I was exposed to the Supply Chain function several times and this piqued my interest in this rather discrete department. Being a core marketing professional and having worked in a market research firm and another consumer business firm prior to Unilever, in my mind I was able to start putting together the bits and pieces of the organizational framework that enables firms to enjoy competitive advantage over others and maintain market leader position in the hearts and minds of the customer. Where marketing concerned itself with the identification and satisfaction of customer needs, supply chain enabled a firm to put together the said products and make them available to the right customer at the right time. I felt I needed to learn more about this filed which is gaining worldwide attention in a world where competition is tougher than ever and the marketplace has gone global.

I headed back to the IBA to get further knowledge in my chosen field and learn from top of the line professionals that this Institute boasts of. And needless to say, the experience has been worth it. Classroom learning with relevant industry/field trips combined with the eclectic mix of students one gets the good fortune to interact with here helps you see things in many different perspectives. Respect for the individual, objectivity and thirst for knowledge are the values and attitudes that are central to the IBA essence. I aspire to be part of an organization that values individual contribution and creativity, and where I can put my practical experience and theoretical knowledge at work.”

Educational Qualifications:

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<td>3.11* (79.73%)</td>
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<td>2.98</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Thesis Report on the Logistics Industry of Pakistan for our Client Wilhenssen Shipping
- Live Case Report on Strategic Management at the Karachi Electric Supply Company (Course: Corporate Strategy)
- Prepared a Brand Audit on Walls Ice Cream as Term Report (Course: Marketing Management)
- Marketing Research Report (Quant.) on Habib Ketchup (HOM) (Course: Advanced Business Research)
- Started a Change Campaign on IBA Food Management Services as Group Project (Course: Organizational Behavior & Learning)
- Write a detailed report on Media Consumption Attitudes of the Pakistani Housewife for HUM TV (Course: Media Mgt)
- Wrote a Service Mgt in the Restaurant Business in Pakistan (Course: Services Mktg)
- Re-launched Omore Ice Cream Cones as part of a group project (Course: Integrated Marketing Comm)
- Marketing Audit Report on Wilhenssen Shipping Line (Course: B2B Marketing)

Extra-Curricular Activities

- Went to IBA Study Tour to Dubai (Jan 2013)
- Went to IBA Study Trip to Turkey (Jun 2013)
- Active member of Rotoract Karachi & Toast Masters International
- Participated in an international youth dialogue as official IBA delegate in a UN conference in Malaysia hosted by the World Youth Foundation in April 2010 (www.wyf.org.my)
- General Secretary, Rotoract Club of Karachi Metropolitan (visit: www.rotaractmetropolitan.com)
- Main Event Manager, ‘Workshop ‘Cyber Crimes’ with FIA and Rotoract Club of Karachi Metropolitan 200
- Interests include: Travel, Food, Fitness, Self-help, Volunteer work.
Work Experience

Jul 2011-Aug 2012: Unilever Pakistan Territory Manager Cosmetics

Job Responsibilities

- Looked after sales of the entire Skin Care & Hair Care product portfolio in Karachi. The company contracted a dedicated distribution centre for the Cosmetic channel to increase focus & ensure availability across cosmetic outlets of the city.
- Managed a portfolio of 8 major brands and a team of 8 DSRs that include 3 girls - a first timer in a country like Pakistan!
- Implemented Perfect Store compliance
- Implemented Plano grams, POSM management, SOS, OSA and other global standards are met
- Other disparate merchandising activities

Dec 2010-May 2011: Habib Oil Mills Management Trainee

Job Responsibilities

- Was exposed to/trained in all the major aspects of marketing/brand management: Setting the targets, Brand planning, Dealing with the media & ad agency, Public affairs, Sponsorships, Event management, Activation, Marketing/ brand based Communication, Integrated Marketing Communication, Website designing.
- Carried out extensive market visits as Sales Trainee in all major commercial areas of Karachi. Learnt and reported the Director Sales on Product Placement, Shelving, Display, Visibility etc and briefed him about distributor issues & grievances. Pricing & Trade Offer strategies.
- Learnt SOPs/ processes of these majors departments: Finance, Commercial, Sales, New Product Development, Production, Quality Control, Human Resource & Marketing/ PR

Jun 2010-Nov 2010: TNS Aftab Associates Assistant Research Associate

Job Responsibilities

- Worked in Client Services with Senior Research Managers to design, execute & negotiate research projects,
- Facilitated in business development
- Worked closely with Multi National clients such as Horlicks, Loreal, KFC, Knorr, Dettol, Tang, Cadbury, & local giants such as Dolma, Peek Freans, HBL etc
- Worked with the COO on an 'continuous process improvement’ scheme internally to re-structure & re-organize internal processes for better efficiency & returns.
- Tools, soft ware: TNS Trakker (trademarked TNS), ORACLE based ERP

Trainings, Certifications and Workshops

- Successfully completed Unilever Foundation 101 training, Unilever Field Capability Score, Negotiation and Communication Skills Trainings
- Completed Public Speaking training from Anees Hussain Institute
- Attended several workshops on Public Speaking and Self Development with the Toastmasters Karachi.

Professional Skills

- Proficient at MS Office, SPSS
- Public Speaker

Awards and Recognition

- My team won the Bias for Action Award at Unilever Pakistan in the Sales Conference of 2012 for successfully launching the Cosmetics Distribution Channel in Pakistan.
Noreen Salman Qayam

021-34614307, 0333-3879340
noreen.qayam@gmail.com
Date of Birth: August 19, 1988

Marketing

“...When I was selected as an IBM Graduate Recruit after a strenuous selection process, I knew I had to earn my place in a field dominated by engineers. When I became the prime consultant single-handedly managing an important and lucrative project, I was one of only five people with my skillset in the country. Nothing should have stopped my ascent in this field; I had skills in management consultancy, besides the work experience in the financial sector, yet this exposure and interacting with the highly qualified top management at various organizations also made me realize what a difference a master’s qualification makes.

Seeing the improvements at IBA strengthened my resolve when I had doubts about leaving a well-paying job at an MNC. The curriculum was rigorous, the deadlines physically exhausting and the faculty challenging; this is exactly what I expected from my Master’s program, with the MBA research project being the perfect application of academics principles to business practices.

Nearing graduation, I see a transformation in myself that is a unique combination of professional skills and experience, and academic excellence acquired from the vast store of knowledge resources provided to me at IBA. Three years ago I left here set to conquer the business world with the aim of one day sitting on the board of whichever conglomerate fate led me to. Today I have the substance to realize my nebulous dreams because I can look beyond where I previously set my boundaries. As a professional enriched with the IBA experience, I have opened myself up to disciplines I had never considered before. I am willing to apply my skills and knowledge in an organization where my potential will be used to the fullest, exploiting every opportunity to learn, grow and contribute as both a thinker and a doer. I want to prove to myself that self-actualization is not just something we read in books, but a reality.”

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<td>BBA</td>
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<td>Institute of Business Administration, Karachi</td>
<td>3.14</td>
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<td>Intermediate</td>
<td>2006</td>
<td>Defence Authority College for Women, Phase 8, Karachi</td>
<td>A+ (74%)</td>
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<tr>
<td>Matriculation</td>
<td>2004</td>
<td>St. Lawrence’s Convent Girls’ School, Karachi</td>
<td>A+ (84%)</td>
</tr>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers/Reports/Projects

- Prepared a Live Case Report on the Corporate Strategy at Multinet Pakistan
- Developed an IMC Campaign to reposition Omne Ice Cream Cones
- Devised guidelines to conduct a Social Marketing Campaign to increase Awareness and Action against Cervical Cancer
- Analyzed Shell Pakistan to assess the Oil Lubricants market for a B2B service
- Prepared a video presentation to explain Metaphoric Marketing within Advertising
- Developed a Services Marketing business model for a mock Freight Forwarding company
- Prepared a documentary on Newspapers and their share in the contemporary Media/Advertising Mix
- As a Change Management Initiative, conducted IBA’s first Emergency Response Campaign in collaboration with IBA HR Club
- Conducted a Marketing Audit of Unilever’s brand Vim
- Conducted an online survey to glean Consumer Behavior Insights for Surf Excel against its competitors
- Conducted a Brand Audit of P&G’s detergent brand Ariel

Extra-Curricular Activities

- Participated in Dubai Study Trip (Jan 2013) and Istanbul Study Trip (Jun 2013) to observe the differences in the working environment between the local and foreign companies
- Manager/Founding member of the Go-Green Society at IBA 2008-09.
- Organizing member of Social Sciences Events at IBA 2009-2010
- A published poet and blogger with interests in literature, science and DIY art
- Contributing editor for College Magazine “Sahil”
Work Experience

Jun 2013-Feb 2014:  Moblink  Student Consultant

Project Objective
- Assess existing Employer Branding initiatives at Moblink and devise a Strategy to strengthen its position using Traditional/Non-traditional media

Project Components
- Assessment of internal and external branding at Moblink
- Extensive secondary research on the Employer Branding discipline as well as Global Best Practices
- Qualitative and quantitative primary research involving different stakeholders to assess relevant factors
- Recommend an Employer Branding Strategy based on research and analysis

Apr 2011-Aug 2012:  IBM Pakistan  Business Consultant

Job Responsibilities
- Prime Hyperion Consultant at client (UBL)
- Responsible for post-implementation support for Oracle Hyperion Financial Planning (Budgeting& Forecasting)Suite in HR and Finance departments; translated client requirements into business logic for the Application
- Member of Disaster Recovery team assigned to bring the ERP applications online post-server crash at client site (UBL)
- Assisted in setting up the integration system for the Ledger with the Budgeting system that was wiped out in the server crash
- Hyperion Functional Consultant at client (HBL)
- Selected as part of the Hyperion Team working on the Analysis and Design phase of client’s (HBL) Finance Project
- Translated the HBL Budget Process into Hyperion Framework
- Graduate Recruit
- Acted as liaison between client’s (UBL) Finance department and IBM’s technical consultants

Feb 2011-Mar 2011:  HBL  Assistant Manager Retail Banking

Job Responsibilities
- Selected as a Prestige Banker for the pilot launch of HBL Prestige Banking
- Selected for posting at one of the largest HBL Branch (Nursery) for on-the-job training in Branch Banking functions (Trade, Credit, Accounts & Customer Services)

Sep 2010-Jan 2011:  MCB-Arif Habib Savings and Investments Ltd.  Internee

Job Responsibilities
- Prepared the daily NAVs and bank reconciliations of the Mutual Funds operated by the Company.
- Managed data correspondence with regulators (MUFP, SECP).
- Edited and proof-read the Annual Financial Statements 2010 and the 1st Quarter 2011 Financial Statements for the Company and its funds

Jun 2009-Jul 2009:  Elixir Securities Ltd.  Internee

Job Responsibilities
- Witnessed live stock trading and MM/FX treasury activities
- Prepared a comprehensive report on the Settlement procedure for Equity & FX trades
- Prepared analyses of commodities and companies’ financial statements for Research Department
- Researched M&A opportunities in various industries and sectors for potential clients in Corporate Finance & Investment Advisory Department

Trainings, Certifications and Workshops
- Attended the IBA Personal Effectiveness Sessions 2013 for soft skills
- Attended the Dig-It! 2012 Digital Media Marketing Conference held at Sheraton
- HBL Retail Bankers’ Training Program Certification –Top performer in the month-long exercise
- Attended HBL’s “7th Sense” workshop on Ethical Awareness
- Cluster facilitator (Team Leader) of 17 participants at the IBA Leadership Conference 2010.

Professional Skills
- Oracle Hyperion Planning Solutions
- Business Consultancy
- Customer Relations Management
- Proficient at MS Office

Awards and Recognition
- Sole representative of Pakistan at the International Forum of Youth Poetesses, held in April 2013 in Baku, Azerbaijan by the Great Silkway Youth Union, under the Patronage of the Azerbaijan Government
- Spelling Bee Champion at school level; represented St. Lawrence’s school at the first Dawn National Spelling Bee Competition
Omar Sohail Dar

042-36674747, 0300-2441392
omar.sohail@khi.iba.edu.pk
Date of Birth: August 06th, 1985

Marketing

"One has to decide early on about the career they want to pursue and I am very pleased to have made the decision to focus on a business management career for myself. In doing so, I considered the fact that a corporate career also offered a very high possibility of rapid professional growth commensurate with the hard work one puts in. Furthermore, almost all organizations regardless of their purpose require a professional manager for their operations.

My academic degrees have allowed me to build on my internal strengths, which center on my thirst for knowledge and the ability to apply it. By studying economics, I was able to understand the very important concept of demand and supply. Finance has taught me how ingenuity can unlock value in the most inconspicuous areas. Marketing courses instilled in me an appreciation of communications and the crucial importance of any company’s sales department. These were but a few examples of the valuable lessons I took from my previous education and started my professional career. I focused on an initial sales career because sales is the most important activity for any business. My professional jobs have allowed me to build up my negotiations skills and become a much more organized person, with a focus on meeting deadlines. However, during this time I developed a number of questions and felt the need to study further in order to become more effective.

For this purpose, I chose IBA because it is a premier institute and provides unique benefits for its graduates in Pakistan. I have been able to learn newer concepts which, with the added support of my work experience, have really expanded my vision. The case study method applied at IBA has allowed me to become much more analytical and resolve situations through intelligence. Class participation and numerous presentations have markedly improved my communication skills. IBA has truly evolved my personality into becoming a much more dynamic individual, with the requisite knowledge, skills and the drive to achieve challenging goals set in a corporate environment.
"

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institute</th>
<th>Grade</th>
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<td>3.23* (80.06%)</td>
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<td>MBA</td>
<td>2009</td>
<td>Institute of Business Administration, University of Punjab, Lahore</td>
<td>3.25</td>
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<tr>
<td>BA</td>
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<td>2nd Div</td>
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<td>A-Level</td>
<td>2004</td>
<td>Beaconhouse Defence Campus, Lahore</td>
<td>2 B, 1 C</td>
</tr>
<tr>
<td>O-Level</td>
<td>2001</td>
<td>Beaconhouse Defence Campus, Lahore</td>
<td>2 A, 4B, 2C</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Group Presentation on positioning of PIA as a part of Strategic Marketing Management course
- Marketing audit of Masafi conducted for Marketing Management
- Project for sales management course to conduct sales in an actual market
- Report on Shahjai capital to study B2B marketing practices used by a financial services company for institutional clients
- SHRM case study focusing on PTCL restructing
- Developed a freight forwarding agency business plan for services marketing
- Organizational Behavior project to implement student information system in IBA
- Prepared a field report on Port Qasim Authority for Dynamics of Distribution and Logistics
- Prepared a visit report on Lowe & Rauf advertising agency for Brand Management
- Developed a rudimentary dashboard as part of the excel course
- AFDM presentation for analysis of BYCO policies in accordance with COSO framework
- Prepared a comprehensive live case study on PIA for corporate strategy

Extra-Curricular Activities

- Organized a cattle business in Lahore
- Participated in Off-roading club
- Participated in organization of hostel alumni dinner 2012
- Member of MBA batch cricket team at IBA
Work Experience

Apr 2011-Jun 2012: Attock Petroleum Ltd MTO/Sales Executive

Job Responsibilities
- Successfully completed the management trainee program with a specialization in retail sales management.
- Monitored and maintained sales of retail outlets in assigned area.
- Negotiated and executed planning for monthly sales of lubricants.
- Managed provision of credit lines to distributors.
- Coordinated logistics for supplies to existing sites and managed pairings.
- Supervised maintenance of existing retail network through deployment of technicians.
- Negotiated deals for setting up new company sites.
- Comprehensively assessed retail network on a monthly basis and reported to higher management.
- Conducted area mapping for new sites and provided volume estimates for network planning.
- Initiated a number of developments for new sites.
- Monitored development work at under construction retail sites and coordinated with engineering department.
- Initiated planning to provide standby generators for retail network.
- Improved supply lead times by efficiently managing orders.

Dec 2009-Mar 2011: Target Logistics (Pvt.) Ltd. Sales Executive

Job Responsibilities
- Conducted sales calls in assigned area for the purpose of business development.
- Negotiated rates and contracts for clients.
- Coordinated shipments for a diverse range of clients.
- Supervised handling of shipments by support staff.
- Actively participated in strategy planning for business development.

Jul 2009-Aug 2009: PepsiCo International Lahore Internee (Sales)

Job Responsibilities
- Conducted an extensive research on the market share and trade practices of different competitors in the salted snacks segment.
- Visited almost 600 shops and the entire distribution network in the Lahore region.
- Got an in-depth view of the procedures in use by the sales team.
- Prepared a report summarizing the findings.
- Participated in the national sales conference held in Lahore.

May 2013-Jan 2014: Mobilink Research Project (MBA FYP)

Job Responsibilities
- MBA project based on employer branding for Mobilink.
- Assessing the brand perception of Mobilink as an employer.
- Comprehensive primary and secondary research conducted consisting of literature review, interviews, focus groups and surveys.
- Analyzing what appeals to students and professionals in an employer.
- Evaluating the brand image of “Mobilink as an employer” internally and externally based on the best practices prevalent in the market.
- Developing comprehensive employer branding philosophy.

Trainings, Certifications and Workshops
- Leadership and Team development workshop with Ashraf Jaliawala.
- Interview skills and Career-Profession Preference session with UniLever Team and Country Manager Faisal Sabzwari.
- Negotiation Skills workshop with Mr. Zeeshan Haider.
- Stress management workshop by Dr. Erum Maqbool.

Professional Skills
- Fluent in English and Urdu.
- Adept at using Word, Excel and PowerPoint.
- Excellent communication skills and comfortable with working in a team.
- Strong negotiation skills.

Awards and Recognition
- Scholarship on merit for MBA, IBA (Punjab University).
- Selected as member of the School Cricket Team at Beacon House School.
Rao Mahin
0333-4560289
raomahin@gmail.com,
raomahin@khi.iba.edu.pk
Date of Birth: August 26, 1987
Marketing, Brand Management, Supply Chain Management

It is an accepted fact that IBA is the premier business institute in Pakistan. My reason for joining IBA was simple: I wanted to get my professional education in an environment that would not only make me better as a person but also broaden my horizon as an individual and IBA was just the place to be. IBA provides an opportunity to interact with people who could make me move forward in my career and also at the same time help me groom in a better way for the professional life ahead. Another reason for joining IBA was that it provides a platform for all to showcase their respective talents, that opportunity I did not want to miss upon. Now days the competition is such in the job market that until you belong to a top-of-the-line business school, you won’t get into a first-class organization, IBA is that institute that can provide me that opportunity.

IBA caters to candidates from all fields of life, accommodating the selected candidates into one class. This diverse composition of the classroom enabled me to interact with individuals having diverse personalities and experiences. That broadened my horizon but also provided me vital exposure. Also not to mention the teaching faculty at IBA is the best in the country and one of the best in South Asia. With their guidance I have developed and improved my analytical and communication skills even further to compete with other candidates and also develop strong public speaking skills. Last but not the least, an IBA MBA Graduate is the number one preference for any local or international organization. An MBA Degree from IBA stamps your credentials as a first-class business professional that is destined to add value to any working organization.

As a business student I look forward to building my career in the field of marketing, branding, advertising, supply chain/logistics/distribution. With a diverse educational background I command a wide range of skills. The objective is to evolve in a growth – oriented environment by establishing congenial relations with the stakeholders, deploying and developing expertise and sufficient skills to ensure organization and personal appreciation.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
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<td>Institute of Business Administration, Karachi</td>
<td>3.1*</td>
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<td>BBA</td>
<td>2010</td>
<td>FAST-NU, Lahore</td>
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<td>Intermediate</td>
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<td>Government College University (GCU), Lahore</td>
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<td>O-Levels</td>
<td>2003</td>
<td>The Lahore Alma, Lahore</td>
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</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses

Consumer Behavior, Retailing, Branding and Creative Corporate Communication, Social Media Marketing, Brand Management, Services Marketing, Advertising, Integrated Marketing Communication, Strategic Marketing, Supply Chain Management, Dynamics of Distribution and Logistics, Strategic Sourcing and Procurement

Major Term Papers I Reports I Projects

- General Motors, Portfolio Analysis for a period of three months
- Hill and hill sports, Entrepreneurship, business plan for the export of sports goods from Pakistan
- Al-Raghiba Final Year Project (Business Plan), detailed business plan for the launch of an Arabic restaurant in Lahore
- E-Stroke, Marketing Research, research for the launch of an online sports shop, designed its marketing plan.
- Google, Human Resource Management, analysis of Google’s HR practices,
- Fresha Fruit Delivery, Services Marketing Project initiation
- Telenor-Djuice, Brand Management, brand audit of Telenor’s cellular services in Pakistan
- Masafi Water, Marketing Audit
- Surf Excel, Consumer Behavior Research Report
- Home Plus, Retailing strategy of a local retailer
- Change Management project at IBA
- Dove Shampoo, Brand Audit
- Shan Foods, Supply Chain Analysis
- Shan-Shoop Noodles, IMC Event (Brand Activation)
- Rice Production in Pakistan, Managerial Economics Term Paper
Work Experience

Jan 2014-Present  Center for Entrepreneurial Development, IBA-Karachi
Executive Assistant

Sep 2013-Jan 2014: OPEN Karachi - IBA CHAPTER
Director Recruitment and Registration

Sep 2013-Present: Graduate Teaching Assistant - IBA, KARACHI
Teaching Assistant to Ms. Yasmin Zafar - for Consumer Behavior

Jun 2013-Aug 2013: Shell Pakistan Limited (SPL)
HR/ER Project Assistant

Jul 2010-Aug 2012: FreeTech Services Limited / Certification Trendz
Assistant Manager Marketing and Support

Extra-Curricular Activities

• Co-Director External Relations, Natak Brigade (IBA)
• Director Operationns, HR-Inspire (IBA)
• Co-Speaker sessions Mr. Tabish Gauhar, Michael Leander, Dinshaw Avari, Umar Zulfiqar Ali
• Member Leadership Club, Human Resource Club, Marketing Club, Sports Society
• Represented IBA at Dig-It 2012, Digital Conference by Pakistan Advertisers Society
• SOFTEC 2006 -07-08-09, Member Marketing & Branding Team, FAST
• Member University football team, FAST
• Member Marketing Team, NUCES Media Group
• Member Rifle Shooting Club, Political Science Society, University football team, GCU
• House Captain, Sports Secretary, Lahore Alma

Trainings, Certifications and Workshops

• “Dig-It”- A Digital Marketing and Advertising Conference.
• Swiss-Knife of Social media convention.
• IBA International Conference on Marketing
• AVANT GARDE, IBA KARACHI

Professional Skills

• Proficient at MS Office, SPSS
• SEO Tools
• Digital Marketing, Segmentation and Targeting
• Marketing and Brand Management
• Excellent Communication and Presentations Skills
• Flexible and adaptable team player
• Excellent Client Management and Internet Social marketing Skills

Awards and Recognition

• Research and teaching assistant at IBA for the Marketing Department
• Director Recruitment and registration at Open Karachi - IBA Chapter
• House Captain, Sports Secretary, Lahore Alma
• Member Rifle Shooting Club, Political Science Society, football team, GCU
• Co-Director External Relations, Natak Brigade, IBA
Rida Abdullah
0321-5654973
rida.abbullah09@gmail.com
Date of Birth: May 9, 1986
Marketing

As a student of the Textile Institute of Pakistan, I graduated with a Bachelor’s degree in not just Business Administration, but with a major in Textile Marketing and Management as well. After working for an Apparel Buying House for two years I developed extensive client relationship management skills. However I realized that I wanted to expand my horizons and experience other fields. Therefore I decided that it was time to get a Master’s degree and utilize my experiences; the BBA degree had developed the foundation, while the internships were a practical implementation of my learning.

I decided an MBA from IBA, one of the top business schools in the country, would provide me with the kind of challenging environment that makes one exercise one’s mind and abilities to the fullest. The MBA program at IBA took in my undergraduate learning and work experience and groomed me to meet bigger challenges, I felt able to apply my learning to my future job. The method of teaching taken up for this specific program further honed my skills; the case study discussions created real life situations and helped in decision making. I felt able to tackle situations at work which previously I considered only hypothetical during my bachelors.

IBA provided me with an opportunity when I went on an Exchange Program to the Institute of Business Administration, Dhaka, Bangladesh. It helped me to develop my abilities at an accelerated pace. The exposure and experience I gained from a semester abroad not only added value to my training as a future leader but also helped strengthen my people skills as I came across individuals from various backgrounds, cultures and traditions. The insight I gathered based on business practices in a foreign country immensely helped me during the remainder of my MBA and hopefully will do the same for my future career.

The MBA project was the culmination of my MBA, where a combination of client relationship management, research and analysis helped in a live business strategy development. I am looking to apply all that I have learnt during the course of my academics and work experience to an organization that will not only provide me with the platform to contribute to its growth, but also provide me with the exposure and experience to help shape my career.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Program</th>
<th>Year</th>
<th>University/Institution</th>
<th>CGPA</th>
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<td>MBA</td>
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<td>Institute of Business Administration, Dhaka, Bangladesh</td>
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<td>Semester</td>
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<td>BBA Honors</td>
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<td>O-Level</td>
<td>2004</td>
<td>Beaconhouse School System, Karachi</td>
<td>1 A, 2 B’s</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses

IBA Dhaka: Managing People at Work (HRM), Training and Development (HR), Financial Institutions & Markets and Services Marketing

Major Term Papers I Reports I Projects

IBA, Karachi:
- Organized an Emergency Response Initiative in IBA to assess responsiveness to crisis. Arranged for professional crisis management team to give training in collaboration with IBA HR club as an Organizational Behavior Final Term Project.
- Worked on two term reports on Unilever products: a Marketing Audit for Vim, to pinpoint the brand’s problem; and a survey to collect consumer behavior insights for Surf Excel against competitors.
- Participated in Dubai Study Trip (Jan 2013) to assess the difference between the local and the international markets, to further seek insight into the working environment of the local and foreign companies.
- Had the opportunity to visit several multinationals as well as mingle with IBA alumni working in that region.

IBA, Dhaka:
- Conducted a study on Mobile Banking Service of “Dutch-Bangla Bank Limited”, Bangladesh’s most innovative and technologically advanced bank.
- Conducted a Training and Development Needs Assessment at “Banglalink”, Bangladesh’s second largest cellular service provider.
- Conducted complete Supply Chain analysis of “Igloo Bangladesh” and identified gaps.

Extra-Curricular Activities

- Volunteered at DIG-IT! 2012 Digital Media Marketing Conference at Sheraton.
- Blogger for GEO NEWS; an entertainment and lifestyle.
- Executive committee member of the NGO “SOOCH”, aimed at educating and grooming children from underprivileged backgrounds.
- Wrote for the university’s unofficial web blog “QUACK!”
- Compiler for the Textile Institute’s official print magazine TALKING TEXTURES
**Work Experience**

Jun-Dec 2013: Mobilink  
Student Consultant  
Departments: Export Marketing, Merchandising & Product Development

**Project Objective**

- Analyzing its strength as an employer brand through the perception of current and potential employees.
- Assessment of internal and external branding at Mobilink
- Filling the gaps by helping them formulate strategies
- Strengthen their presence in both the traditional and digital platform

Jan 2011-Jun 2012: Apparel Buying Service  
Senior Merchandise Manager

**Job Responsibilities**

- Responsible for managing various client accounts for garments export.
- Planned and executed all related merchandising activities according to the given orders of the clients.
- Responsibilities included gathering and understanding client requirements, preparing samples and controlling budgets.
- Trained managing and training junior merchandisers.
- Coordinated and liaised with various teams i.e. design, production and shipping to ensure high-quality product delivery on time.
- Reported directly to the Chief Executive Officer.

Jun 2010-Dec 2010: Apparel Buying Services  
Merchandiser

**Job Responsibilities**

- Responsible for correspondence with buyer for development and approval on designs.
- Made arrangements for fabric/ trims, packaging and shipping.
- Report directly to the Chief Executive Officer.

**January 2009:**  
Al-Karam Textile Mills  
Intern

**Trainings, Certifications and Workshops**

- Attended IBA Personal Effectiveness Sessions 2013
- Attended the IBA Leadership Conference 2010 as a participant
- Attended Youth Leadership Conference in Feb 2009, organized by The Rotact Club (RYLA)

**Professional Skills**

- Proficient in MS Office
- Customer Relations Management
- Qualitative Research

**Awards and Recognition**

- Teaching and Research Assistant for Brand Management and Marketing Management course – Fall 2013
S. Wajid Abbas Zaidi

021-99247686, 0345-2861820
wajid.abbas@khi.iba.edu.pk

Date of Birth: September 29, 1987

Marketing and Supply Chain Management

“Developing marketing and management in my undergrad enabled me to understand the real power of different marketing tools and strategies in the success of any organization.

With my work experience at Express Media Group, I was able to see and experience the actual execution of many promotional activities such as TV & print ads, outdoor and indoor advertising etc. from scratch till the end.

Keeping this in mind, I decided to pursue my Masters degree in marketing so that I could further hone my skills to help me reach my career goals. An MBA degree means the knowledge of all business areas and not just any one. Not only did I learn many new concepts of marketing, but I also got the chance to learn important and deep concepts of other subjects such as management, human resources, economics, finance and especially supply chain. I am quite sure that this would not have been possible without the superlative teaching methodologies of my experienced and well-qualified teachers.

The MBA project has undisputedly been the biggest learning opportunity. It required us to work on the organization from every particular angle. By comprehensively assessing the external and internal environment and using our knowledge of all the different subjects, we were able to help our client to come up with a solution as per their needs. IBA is indeed one of the best business schools in the country. I am quite lucky to be a part of it. I learned a lot from my teachers during the class discussions and also from my colleagues who had different work experiences in different fields.

I want to see myself grow in the field of supply chain or brand management in an organization which could provide a challenging environment in addition to learning opportunities. To see the dynamics of supply chain in an organization which adds value addition in it and increases its efficiency is something which fascinates me a lot. I would love to be a part of the team which works with their hearts and souls to make their brand strong and powerful in the minds of consumers.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>University/Institution</th>
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<tr>
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<td>(Marketing &amp; SCM)</td>
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<td>BBA Marketing</td>
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<td>2004 Fazaya Degree College Faisal, Karachi</td>
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<td>*CGPA up to the 2nd Semester</td>
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Elective Courses

Advertising, Brand Management, Integrated Marketing Communications, Services Marketing, Supply Chain Management, Dynamics of Distribution and Logistics, Consumer Behavior, Strategic Marketing, Retailing

Major Term Papers | Reports | Projects

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
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<tbody>
<tr>
<td>Group leader in the Brand Activation event of Shan Shoop noodles at IBA main campus</td>
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<tr>
<td>Organizer of IBA six-a-side hockey tournament (Sticks of Change) among the various batches.</td>
<td></td>
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<tr>
<td>Initiated a service business (Fresha Fruit Delivery) within IBA boys hostel</td>
<td></td>
</tr>
<tr>
<td>Research project on the expropriation of property</td>
<td></td>
</tr>
<tr>
<td>Authored a live case study on AMAN Tech in order to analyze their areas of improvement in the course corporate strategy</td>
<td></td>
</tr>
<tr>
<td>Prepared a report on Levi’s (Jeans) Pakistan in Consumer Behavior</td>
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</tr>
<tr>
<td>Prepared report on supply chain of Unilever’s surf excel in SCM course</td>
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<tr>
<td>Presented on creativity in OOH in advertising</td>
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<tr>
<td>Presented on the CBBE and sources of brand equity of Mobilink in Brand Management</td>
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</table>

Extra-Curricular Activities

<table>
<thead>
<tr>
<th>Item</th>
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</thead>
<tbody>
<tr>
<td>Playing Squash</td>
</tr>
<tr>
<td>Reading</td>
</tr>
<tr>
<td>Watching sports and movie channels</td>
</tr>
<tr>
<td>Web browsing</td>
</tr>
</tbody>
</table>
Work Experience

Dec 2010-Jul 2012: Century Publications (Express Media Group)
Marketing Officer

Job Responsibilities

- Organized large events such as Express Family Festival Karachi 2011, Express Family Festival Faisalabad 2012 and Express Tribune Scrabble Showdown 2012. Responsible for all the marketing and promotional activities of the event to ensure its success.
- Working on brand strategies, brand building activities, market research, campaign brain storming & developing the creative roadmap and route plan for the internal brands
- Planning – creative communication and the touch points
- Brand Activation – Idea generation to implementation
- Event Planning and Event Management for in-house brands
- Planning and implementation of CSR campaigns and activations for in-house brands
- Creating original and innovative ideas for events
- Agreeing budgets and timescales with the clients
- Researching venues, contacts and suppliers
- Negotiating prices with suppliers and contractors
- Hiring and supervising contractors such as caterers and security
- Marketing and publicizing the events such as seminars etc
- Communication & coordination with internal and external teams
- Assessment of media partnerships and sponsorship proposals and their final execution

Jun 2010-Aug 2010: Sui Southern Gas Company Intern

Job Responsibilities

- To maintain the sales of specific territory, maintain coordination with TSO.

Trainings, Certifications and Workshops

- Attended a one-day seminar, sponsored by IBA, on “The best of Global Digital Marketing” by Mike Berry on 18th March, 2013 at Pearl Continental Hotel, Karachi.

Professional Skills

- Proficient at MS Office
- Good Public Speaker and Presenter
Shaikh Ali Ahmed
021-35314943, 0333-3937706
shaikhali.87@gmail.com
Date of Birth: February 9, 1987

Marketing and Supply Chain Management

"When I was very young, there were only three disciplines that all working people apparently seem to fall into: Doctors, Engineers and Businessmen. I aspired to be a doctor for it seemed like the best way to earn money and help people - typical yearnings of childhood naivety. So it was only natural that I took Pure Sciences in my O Levels, and though it was tough, I thoroughly enjoyed my studies. But I had a change of heart as I didn’t see myself becoming a doctor anymore. I took Pre-Engineering subjects in my A Levels. Again, by the end, I didn’t feel being an Engineer was my calling, though the subjects were always interesting. And so on my father’s advice, I applied to IBA for BBA studies and, Alhumdashallah, I got it. I knew from my first semester that BBA was a good choice, even though it seemingly may have been the only choice at the time. BBA was not all business subjects, rather it offered a wide scope of disciplines to learn and benefit from. I enjoyed my marketing studies at IBA and learned much from the many extracurricular activities the institute offered. Nothing so unique there, however it was after my graduation that I truly realized the value of my learning at IBA. My four years at the institute helped develop the right discipline, attitude, analytical thinking and soft skills required of me at my job. That and another two years at the National Refinery Limited helped develop the confidence I needed to face the challenges of real life and the job world.

For that reason, leaving my job for full time MBA was not that difficult a decision. My thirst to learn was always there, but I also wanted to further hone my soft skills from IBA. MBA has been like a rollercoaster ride, both challenging and rewarding in terms of knowledge and learning. Furthermore, it opened up a whole new discipline for me: supply chain. My interest in the field became such that I strove to take every possible elective that would make my understanding of supply chain more holistic. I honestly feel that this is one field that holds tremendous potential for our economy, as well as for my own growth and learning.

Life has a tendency to not always go according to plan; my own career planning is evidence of that. However I know that wherever I do end up, I will work with a sense of dedication, curiosity and excitement, and strongly maintain work ethics. This is one thing I have learnt from MBA, and from life. This is what I intend to internalize wherever I go."

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
</tr>
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<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.57* (86.93%)</td>
</tr>
<tr>
<td>BBA</td>
<td>2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>2.91</td>
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<td>A-Levels</td>
<td>2005</td>
<td>Beaconhouse School System, Karachi</td>
<td>2Bs, 1C</td>
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<tr>
<td>O-Levels</td>
<td>2003</td>
<td>Beaconhouse School System, Karachi</td>
<td>2As, 6Bs</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Research study on Consumer Perceptions and Preferences regarding Household Insecticides
- Live Case Report on Multinet Pakistan Pvt. Limited
- Study on the Adoption, Dissemination & Utilization of Technology at IBA
- Report on Unilever’s Supply Chain Alignment with its Competitive Strategy
- Report on Retail Marketing Strategy of Junaid Jamshed apparel
- Business Plan: RFID Solutions for Apparel Retailers
- Business Plan: Event Management Firm for One-stop Wedding Solutions
- Project: Development and Marketing of Quranic Application for Android and iPhone platforms
- Developed case study titled “Human Resources at Sui Southern Gas Company Ltd, Pakistan”
- Project: Demand Forecast of Asphalt Sales through Regression Analysis
- Development of Social Marketing Campaign against Child Molestation in Pakistan

Extra-Curricular Activities

- Executive Committee Member of Public Speaking Society at IBA, 2009-10
- Finance Director for the first Model United Nations at IBA (MUNIK), 2010
- Class Representative for 5 successive semesters, 2008-10
- Team Leader at IBA Leadership Conference, 2010
- Active Member – Go Green Society at IBA, 2008-10
- Representative co-counselor for AUSPAK International Road show, 2010
**Work Experience**

**Jul 2013-Jan 2014:** International Textiles Limited

**Job Responsibilities**

- Lead time reduction for MJS division
- Problem identification was done by conducting detailed research on the entire value chain
- Development of demand forecast for better scheduling and planning
- Implementation of S&OP team

**Aug 2010-Sep 2012:** National Refinery Limited

**Executive (Marketing)**

**Job Responsibilities**

- Handling exports of Lube Base Oils (LBO) including floating of tenders, negotiations and scrutiny of LCs
- Management of local product shipments in coordination with related departments
- Pricing of Lube Base Oils (LBO), Wax and Asphalt products
- Managing correspondence and internal notes
- Development of Terms of Reference for pre-qualification of export customers
- Multimedia presentation for company
- Development of special reports for management information such as ‘Upliftment Trend of Top 4 Blenders’ and ‘Year-on-Year Comparison of Base Oil Production’

Had exposure to the following during the above mentioned period:

- Computation of crude oil pricing
- Occupational Health and Safety Advisory Services (OHSAS) standards
- Hands on exposure to SAP (Sales & Distribution Module)

**Aug 2009-Jun 2010:** AUSPAK International

**Brand Ambassador**

**Job Responsibilities**

- Referral Marketing of AUSPAK services

**Jun 2009-Jul 2009:** AUSPAK International

**Intern**

**Job Responsibilities**

- Prepared Marketing Plan for AUSPAK International
- Performed Co-Counseling for students
- Prepared Course Finder for Australian, Malaysian & New Zealand universities

**Professional Skills**

- Proficient with MS Word, Excel and PowerPoint
- Familiar with SPSS and MS Project
- Familiar with Arabic and French
Sherbanoo Raza
021-34550115, 0300-8227258
sherbanoo.raza@khi.iba.edu.pk
sherbanooraza@hotmail.com
Date of Birth: February 11, 1984

Marketing

“Entrance into the business world for me was at a very young age back in 2001. My short assignment at an activation agency not only gave me exposure to various brands and how the industry worked but also interaction with the brand managers that made everything happen. This was the starting point, watching these men and women make things happen in their respective brands and affect millions of people while doing it.

I knew that this was the industry for me and the excitement and attraction that marketing held no other sector could possibly match. I decided to pursue my dreams by starting to do my BBA and then went back to work for another activation agency. The learning of a business degree was profound and very relevant to what I wanted to do in life. Even though I thoroughly enjoyed my work at the agency and it was something new and spontaneous regularly, I was still lacking a specialized academic background to fuel my energy of wanting to make this world a better place through brands for both goods and services.

After working extensively in my role at the agency, growth prospects had slowed down and a quality education was the obvious next step. I made it a personal quest to get into IBA to complete my Masters degree. Achieving this goal was a personal leap as being from another business school for my BBA all we heard and wondered was “If our degree was from IBA things would have been different”. Once I got in I yearned to become one of those that exude all that IBA is about and personalities that have shaped the Pakistani business world.

IBA teaches us to perform under all conditions and for me personally it was the realization that everyone here is exceptional so in order to compete I need to stand out and be on top of my game at every instant. The MBA Program was no different, we were the first batch to come back after the 2 year requirement and learning has been very real and intense. I hope to use my years of experience and acquired knowledge and skills by working in the marketing or supply chain department of any organization that can help me realize my dreams of making a difference in the consumer’s life and provide me comfort in knowing that I have used my knowledge and interest towards good use.”

Educational Qualifications:

<table>
<thead>
<tr>
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</tr>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.44 * (85%)</td>
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<tr>
<td>BBA</td>
<td>2007</td>
<td>Iqra University, Karachi</td>
<td>3.69</td>
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</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Feasibility Report on building a large Apartment Complex
- Authored a live case study on Pakistan International Airlines in order to analyze their areas of improvement stemming from their corporate strategy.
- Application of SPSS software tools on data and analyzing it
- Report on Distribution Channel Management of a distribution company
- Basic project information work on MS PROJECT
- Performance & Compensation Management report on IBA Karachi
- Research project on the acceptance of technology affecting the popularity of e-newspapers and print newspapers
- Media management report on TV ONE and how viewers are affecting the entertainment genre
- Launch event on IBA campus of a major Ice Cream brand.
- Running of a service business within IBA Campus boundaries
- Report of a brand revamp of Bake Parlor bread.
- Brand extension of bake parlor into biscuits
- Extensive research project on Culture of IBA Karachi
- Strategic Logistic Analysis of a Pharmaceutical company
- Marketing Plan of Laundry Detergent
- Feasibility Report on running a small food business & a Coffee House
- Supply Chain Analysis of a Pharmaceutical company
- Survey Research on women Entrepreneurs in Pakistan
- Causal Research on the Effects of Packaging on User Preferences

Extra-Curricular Activities

- Cooking and Baking
**Work Experience**

Jun 2013-Present:  Wilhelmsen Ships Service  Business Consultant

**Job Responsibilities**

- Preparing a business plan for the launch of their new ISO Tank business.
- Research based project which entails studying the business model through a detailed competitor analysis.
- Potential customer surveys via detailed interviews to assess the market need and how it will affect the company in the launch phase.
- Detailed business plan on how best to launch into this business sector in order to fill the gaps of the current market.

Apr 2008-May 2010: Evernew Solutions (PVT.) Ltd.  Client Services Manager

**Job Responsibilities**

- Making detailed activation proposals, brand development programs and overall plans for clients’ needs for promotion and marketing campaigns.
- Client Development, Strategy & Planning of marketing plans, assurance of future business and market development.
- Designed and executed Tapal Family Mixture family festival all across Punjab.
- Designed and executed Tapal Mezbah Karaoke drive across rural Sindh with ground breaking performance and innovative ideas.
- Designed the year long shop conversion activity for Pfizer’s Progress Gold infant milk keeping a wide nationwide reach of teams performing.
- Launched the school activation for Good Milk’s Oolala Flavored Milk Brand
- Designed and executed Walls Ramzaan Activity 2008.

Jan 2004-Aug 2004: Iqra University  Intern

**Job Responsibilities**

- Interned at the in-house software department.
- Writing the manual for their locally developed ERP system.

Sep 2001-Sep 2002: Prime Marketing Services  Client Service Exec.

**Job Responsibilities**

- Coordination with various brands, and their managers in finding out their objectives of the marketing plans.
- Devise a marketing campaign keeping in mind the brand’s objectives and come up with innovative ideas to launch the campaign and supervise the work carried out.

**Trainings, Certifications and Workshops**

- Marketing workshop on the success of E-Businesses 2012
- Multiple workshops on Personal Effectiveness entailing Stress Management, Sales Force Management, Personal Selling, Negotiation Skills etc.

**Professional Skills**

- Proficient at MS Office: exceptional skills at MS Powerpoint
- Proficient working ability in SPSS
- Public Speaking and Presentation Skills

**Awards and Recognition**

- Teaching assistant at Iqra University for the Marketing Department helping with Consumer Behavior and Organizational Theory and Design Courses
- Dean’s list all throughout BBA
- Highest GPA in BBA batch
- Delivered valedictorian speech at BBA convocation
**Syed Mujtaba Ali**

0332-2462733  
mujtabaali@khi.iba.edu.pk  
Date of Birth: December 15, 1986

**Marketing and Sales**

Beginning my professional career with a sales job in FMCG industry was a great blessing. Getting work done and producing best results through people management was a very challenging and learning experience. It helped me realize the importance of working in teams and in understanding the drivers to attain best performance level. Extensive customer, collaborator and team player interactions enhanced my relationship-building skills and helped me build attributes such as resilience, perseverance and adaptability.

After gaining short experience in creation of PUSH strategies by managing the flow of product towards the end-consumer, I then wanted to learn how brand managers create the PULL to get the consumer towards the brand. My learning aspirations and my hard work helped me get into the best and most reputable business school of Karachi, Institute of Business Administration (IBA).

The experience at IBA was fantastic. I have gotten opportunities to make best of mentors and best of friends in best learning environment. Learning has come from peer students, seniors, faculty, faculty advisors and the Alumni. Experiencing IBA Hostel life was the best time I have had, from vigorous discussions and group studies to spontaneous & adventurous outings with hostel mates, all have become cherished memories. In the near future I look forward to rejoin the FMCG industry and contribute to it with my academic excellence and practical experience. My first preference is Marketing & Brand stream of a world-class MNC that offers a challenging work environment for further skill enhancement and career development. My second preference is the fast-growing field of Supply Chain Management, on the basis of which companies aggressively compete with each other today.

I am confident and committed to create a difference and to add value to any organization that I am a part of.

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**Educational Qualifications:**

<table>
<thead>
<tr>
<th>Degree</th>
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<th>CGPA</th>
<th>Percentage</th>
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<tr>
<td>MBA</td>
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<td>2.74*</td>
<td>(75.71%)</td>
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<td>BBA-Hons</td>
<td>Institute of Business Management, Karachi</td>
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<td>Intermediate</td>
<td>D.J Science College, Karachi</td>
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<td>B.V.S Parsi High School, Karachi</td>
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<td>(81%)</td>
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</table>

*CGPA up to the 2nd Semester

**Elective Courses**

Consumer Behavior, Brand Management, Advertising, Sales Management,  
Personal Selling, Retail Management, Integrated Marketing Communication,  
Strategic Marketing, Supply Chain Management and Dynamics of  
Distribution & Logistics

**Major Term Papers / Reports / Projects**

- MBA Final Year Project for P&G - New shopping trends and new  
  communication strategy development for PANTENE and  
  HEAD & SHOULDERS.
- Consumer Behavior report and presentation on “Levi’s.”  
  Retail Management presentation on “Home Plus VS al-Taimuria Mart.”
- Brand Management report and presentation on “DOVE Shampoo.”
- Organized “ShaanShoop – Young Leaders Program” as part of IMC  
  course project.
- Supply Chain Management report and presentation on “Shaan Foods.”
- Dynamics of Distribution & Logistics report and presentation on “APL  
  Logistics.”
- Personal Selling course presentation as a “Malaysian Tour Agent”  
  Marketing Management course report and presentation on “Nestle  
  MAGGI UMDA PARATHA.”
- Strategic Marketing course project on “New Tuition center launch at  
  DHA phase-I, Khi”.
- Macroeconomics report & presentation on “Factors Affecting KSE  
  Performance”

**Extra-Curricular Activities**

- Organized “Shaan-Shoop – Young Leaders Program”
- Member of the IBA-MBA Cricket team.
- Member of IBA-Hostel Cricket Team.
Work Experience

Jul 2013-Sep 2013: Coca-Cola Beverages Pakistan Ltd  HR Intern

Job Responsibilities

- ER – employee relationship management through provision of best facilities and infrastructure.
- Carry out IMCR (Incident Management & Crisis Management) meetings and training sessions.
- Plan and implement Factory controls, contingency plans and safety measures by educating and training workers.
- DPG Warehouse management – forklifts, tracks, godowns, inventory visibility and traceability.
- To ensure exclusivity of Coca-Cola company brand bottles during reverse logistics.
- Plan visits and schedule meetings for dignitaries from LHR head office.
- Prepare for the ER Audit conducted by Coca-cola, Icecek, Istanbul.
- Third Party contract management (PTN – Perfect Transport Network, ZIMS Security, Caterers)
- Union Management
- Organizational Development (Talent Acquisition and Organizational Culture Development)

Mar 2011-Aug 2012: Sheikh Suleman Importers  Territory Manager

Job Responsibilities

- Secondary Sales Management for American Garden Products (Mayonnaise, Ketchup, Popcorns, Mustard etc)
- Distribution Channel Management (Primary Sales Management)
- Relationship development with Collaborator and Clientele.
- Enhance Market Productivity and Market Coverage through effective and efficient Leadership and Management style.
- Ensure product Availability and Visibility.
- Key Accounts Management – LMTs.
- Whole sale and General Trade Management.
- Trade Promotion planning and execution.
- Plan and monitor DSR PJIP – Perfect Journey Plans.
- Marketing Intelligence to gain key consumer and market insights.
- Categorize the market and plan execution accordingly.
- Merchandising for entire American Garden product range at outlets.
- Warehouse management.


Job Responsibilities

- Team Leader of 8 member e-commerce telesales department.
- Set SMART monthly, weekly and daily targets.
- Effectively and efficiently supervise, train and lead the team.

Apr 2008-Jun 2008: Sanofi-Aventis Pharmaceutical  Marketing Intern

Job Responsibilities

- Carry out a Feasibility study for launch of S1 molecule – Afiberecept for treatment of breast cancer.
- Carry out Training and Study sessions of the SBAOs (Strategic Business Agents)
- Attended National Sales Conference at Bhubanu, Punjab.
- Report into 2 Product Managers and the National Sales Manager.
- Get recommendation and Launch plan approved by MD.

Jul 2006-Aug 2006: ABN-AMRO Bank  Cash & Transfer Department

Job Responsibilities

- Successfully complete 8 weeks internship
- Administer the front desk operations.
- Get familiarized with corporate culture and work environment.


Job Responsibilities

- Organize “Brayan Adam’s Concert” at the Country Club Karachi.
- Set up security layout plan.
- Camera and scanner installations at entry and exit points.
- Lead a team of 15 volunteers to ensure proper management and security check.

Professional Skills

- Collaborative Leadership style - Team Catalyst.
- Relationship Development - Client Management (solution oriented, responsive).
- Consumer Behavior insight recognition.
- Strong intuitiveness.
Wasiq Mustafa
021-34582645, 0301-2732112
wasiqmustafa1@gmail.com
Date of Birth: March 6, 1988

Marketing

Graduating in Business Administration from IBA was indeed a blessing that I leveraged to learn the complexities of business. During the 4-years BBA at IBA, I came across several different subjects related to Psychology, Human Behavior, Branding, and Advertising that provided me all what I wanted to do; I wanted to harness my talent of being creative and intuitive coupled with a strategic thinking which I developed during my two internships, one in a well-known MNC i.e. ICI Paints, worked in the marketing department for research and demand planning, and then an Advertising Agency i.e. Interflow Communication in the Strategic Planning Department. After my undergrad degree I worked for 2 years, firstly at Center for Executive Education IBA as Marketing Executive, which gave me an insight of organizational culture and HR practices across a wide array of Best Companies in Pakistan. I than joined Lucky Cement Limited in its Brand Management Team for the design, planning and execution of its first ever Brand Campaign which I consider a hallmark in my career.

The 2 years work-study gap in my career growth could only be bridged by understanding and learning about the corporate and business environment. In order to grasp knowledge and skills to apply strategic thinking to business, MBA was my utmost requirement. Certainly IBA is the oldest and most reputable institute of Pakistan and is an acclaimed brand name with its strong Alumni base spreading across the businesses.

MBA at the Institute of Business Administration Karachi doesn’t confine to the classroom as it provides a holistic business curriculum coupled with multiple opportunities for students to engage in various activities and enrich their experience.

I want to see myself in a growth oriented-organization where I would be working in a challenging environment which would enable me to utilize my theoretical skills and blend those skills with the practical scenario and processes. I will be very pleased to serve my country and bringing a positive change in its image by any means and the profession I have chosen would definitely allow me to do so. The merger of my passion for the country and Branding that I have learned will add to the excellent changes in my career during upcoming years. My aspiration is to be in a leading role in a giant multinational company to make things better and to enhance my skills further.

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<td>BBA</td>
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<td>Institute of Business Administration, Karachi</td>
<td>3.0</td>
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<td>A-Levels</td>
<td>2006</td>
<td>British Council, (privately) Karachi</td>
<td>2B’s, 1C</td>
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<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Habib Public School, Karachi</td>
<td>3A’s, 3B’s</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Market Research for National Foods - Pickles (Usage & attitude study)
- Presentation on Positioning of Slice vs. Moza as a part of Brand Management course
- Prepared advertising campaign for Zong
- Prepared a Mobile Marketing Strategy for Adidas
- Term Report on dynamics of sales management at Engro Foods
- Research report ‘The Marketing Mix & Brand Loyalty of Nokia Call Phones’
- Analyzed the Strategic Management of AmanTech vocational center
- Studied the Supply Chain Function of 3M & Agility Pakistan as per internationally approved best practices.
- Analyzed Employee Motivation at Subway and McDonald in Karachi
- Analyzed the financial Statements and strategies of the Fertilizer sector companies 2006-2010
- Wrote a Case on Jodia Bazaar - The Oldest market in Asia
- Studied Pakistan Automobile and Cement Industry 2006-2010
- Studied the Energy Sources and its Crises in Pakistan 2006-2010
- Formulated a Business Plan SME “Vision Express” for all its outlets in Karachi.
- Formulated a Marketing Plan of business “Biryani.com” and executed expansion plan for a new outlet.

Extra-Curricular Activities

- Teaching Assistant for Brand Management & Advertising at IBA
- Head of Volunteers at IBA-INSEAD Conference on “Entrepreneurship: Revitalizing the Economy 2011”
- Team Leader for IBA International Marketing Conference 2012
- Manager Social Events, Sports, Leadership & Entrepreneurship Society, IBA, 2007-10.
- Manager & Vice Captain, IBA Basketball Team, 2008-10
Work Experience

Jun 2013-Jan 2014: Merck Pvt Limited MBA Project
Project Title: “Consumer Buying Behavior of Cough Syrups” in Pakistan
- Studied and Analyzed the Cough Syrup Market
- Identification of major and minor factors influence buying behavior
- Recommending a Consumer Awareness Campaign pertaining to cough usage

Jun 2013-Jan 2014: Branding / Advertising (IBA) Teaching Assistant
Assistant to the Teacher (Mr. Akhtar Mehmud) on developing/delivering of Course to Students via using different pedagogical tools as to enable an effective learning.

2012-Jun 2013: Lucky Cement Limited Brand Officer

Job Responsibilities

Assist in development of an effective brand strategy and business plan, budgets, campaign etc. that would include following activities:
- Launched First Ever TVC for Lucky Cement “Tameer Say Tabee Tak”
- Assisting in market research for identifying the target customers and studying consumer behavior along with execution of on ground research to assess and monitor effectiveness of brand initiatives
- Developing a mechanism for monitoring, analyzing and evaluating market trend, identifying market opportunity and brand barriers
- Assist in defining a brand packaging that will represent Company Image
- Assist in defining marketing communications, advertising and Promotions
- Agency coordination (JWT, AdSells&TMedia)
- Assist the brand manager on different Branding aspects
- Help in building relationship and networks with strategic customers to maximize business interests.

June 2011-Oct 2012: CEE, IBA Marketing Executive

Job Responsibilities

- Developed and deployed training calendar for FY 11/12
- Researched on competitive scenarios of Global Executive Education Programs and benchmarked IBA-CEE
- Identified and analyzed training needs for various organizations by deploying a companywide survey
- Communicating with potential clients through social media and print
- Drafting clients’ proposals, contracts and any other documentation, as per IBA policy and standard operating procedure (SOP)
- Interacting with other IBA departments including Advertising, Finance, Internal Audit, IT and Administration.
- Coordinating with other team members of CEE and providing timely feedback to the prospective clients

June 2009-Jul 2009: Interflow Communication Internee

Job Responsibilities

- Interned in the Strategic Planning Department for 6 weeks where assignments undertaken included Research and Strategy formulation
- Conducted an extensive Psychographic Market Research: on Young working Adults age (23-30)
- Developed and Executed ATL and BTL marketing activities.
- Made Advertising Pitch Presentations for the following companies:
  - ICI Pantalite Classic, Rivaht Masala, Suzuki Swift re-launch,
  - PTCL repositioning, Quebe launches, Radio Industry,
  - Ufone, Gold leaf Activation, Barclays Bank,

June 2008-Aug 2008: ICI Pakistan Ltd. Internee

Job Responsibilities

- Interned in the Marketing Department (Paints) for 6 weeks where assignments undertaken included Research and Color Studio Forecasting and inventory management
- Dealers EQ Research: Conducted Market Research of 25 Paints outlets all over Karachi.
- Analyzed the Entire Paint Industry in Pakistan. Presented to ICI Paints National Sales Manager. (Individual Research)
- Sales Analysis and Forecast of Color Studio: Identified the prevailing sales trend in the purchase of Paint from Color Studio and forecasted it facilitate inventory management.

Professional Skills

- Proficient at MS Office SPSS
- Proficient at SAP and Project Management Tools
- Qualified Trainer and Public Speaker

Awards and Recognition

- Recipient of 4 years BBA scholarship at IBA
- Captain, Basketball School Team, 2003-04
- Manager & Vice Captain, IBA Basketball Team, 2008-10
- Manager Social Events, Sports, Leadership & Entrepreneurship Society, IBA, 2007-10.
- Manager Event, workshop “Buyology” by Martin Lindstorm, IBA, 2008
Zaid Ashraf Nizami

042-35730489, 0321-4348424
zaid.nizami@khi.iba.edu.pk
Date of Birth: December 01, 1987

Marketing

It is an established fact that Institute of Business Administration (IBA) is the premier business institute in Pakistan. Therefore, my decision to choose this extraordinary university-with all its opportunities implied-was obvious.

My reasons for applying to IBA were simple; I wanted to get my professional education in an environment that would not only make me a better person but also broaden my horizon, and IBA is just the place to be. IBA provides a platform for all to showcase their respective talents; an opportunity I did not want to miss. Nowadays the competition in the job market is such that until you belong to a top business school, you would not get into a first-class organization; IBA is that institute that can provide me that opportunity. The faculty at IBA is one of the best in the country and their guidance would develop and improve my analytical and communication skills even further.

I joined MBA program because it allows an interaction with people from diverse backgrounds that would groom me for the professional life ahead. For me, an exchange semester is an integral part of studies and IBA gave me this opportunity. This invaluable opportunity is an incredible chance to develop my personality. The wide variety of electives that IBA offers helps to specialize in the field of marketing which is my area of study for my MBA program. This would give me a broad knowledge base to apply during my professional career.

My learning at IBA goes above and beyond conventional on-campus activities. Extra-curriculars varying from sports and entertainment, to conferences and international study tours, along with the exchange semester to Malaysia provide an ideal fusion of experiences for excellence in the real world. I feel that I will be able to work in different environments and adapt to diverse areas in the company as I have been able to develop effective managerial skills during my MBA at IBA. I would willingly accept challenges in the future as I want to excel in my career and work for the success of the organization as well as for the betterment of the society.

Educational Qualifications:

<table>
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<th>Institute/University/Location</th>
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<td>3.39* (82.89%)</td>
</tr>
<tr>
<td>MBA</td>
<td>2014</td>
<td>University of Malaya, KL Malaysia (Exchange Semester)</td>
<td>3.9</td>
</tr>
<tr>
<td>BBA</td>
<td>2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.14 (85%)</td>
</tr>
<tr>
<td>A-Levels</td>
<td>2006</td>
<td>Beaconhouse Defence School, Lahore</td>
<td>1A 3Bs</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Brand Audit of Sime Darby Malaysia
- Global Marketing plan for Hotel Seri Malaysia
- Personal Account of implementing Strategic Management at work to Implementation of Strategic Management at Thumbprints Ltd, Malaysia
- B2B Marketing report on Packages Limited
- Strategic Human Resource Management report on ZIL Limited
- Brand audit of PIA
- Marketing Audit of Masafi Water
- Consumer Behavior Research Report on Lipton Tea
- Analyzed Retailing Strategies of a local retailer
- Analyzed E-Marketing Strategies of Telecommunication Companies

Extra-Curricular Activities

- Teaching Assistant for Retailing, Advertising and Marketing Management (2014)
- Marketing team member of PTUIM at University of Malaya (2013)
- Organized an event “Pakistan Future Economic Outlook” at IBA (2013)
- Dubai Study Tour (2013)
- Organizer at Dig-It, Digital Conference by PAS (2012)
- Organized Cricket and Football Tournaments at IBA Hostel (2010)
- Organized social events like Annual Dinner, Beach Picnic at IBA (2008)
- Member of Sports Society at IBA (2008)
- Member of IBA’s Basketball and Football teams (2006-2008)
Work Experience

May 2013-Jan 2014: Mobilink Research Consultant

Job Responsibilities

- Assessing the brand perception of Mobilink Careers as an employer
- Analyzing what appeals to the students and professionals in an employer
- Evaluating the brand image of "Mobilink as an employer" internally and externally based on the best practices prevalent in the market
- Developing comprehensive employer branding philosophy

Aug 2010-Aug 2012: Packages Limited Assistant Manager Sales

Job Responsibilities

- Worked in the Industrial Marketing Department, Packaging division
- Managed packaging requirements of key accounts: Coca Cola Beverages Pakistan Limited, Shezan International and Treet Corporation
- Recovery of the credit given to corporate clients
- Involved in Sales forecasting on monthly, quarterly and annual basis
- Business development in all three divisions of packaging
- Developing long term valuable relationships with the clients
- Coordinating functional activities with all the other departments including production, logistics, finance, R & D, prepress and quality

Jun 2009-Jul 2009: Packages Limited Finance Intern

Job Responsibilities

- Analysis of financial statements
- Stock taking for closing the stock accounts
- Calculating WAPDA units and assigning costs to departments for allocating total costs in SAP
- Making production report
- Cost estimation for production of paper and board

Jun 2008-Jul 2008: ABN AMRO Bank HR Intern

Job Responsibilities

- Assignments undertaken included: shortlisting candidates for interviews, sitting in the interviewers panel, updating of employees contracts and data compilation of Employee Performance metrics


Job Responsibilities

- Assignments undertaken included research on the paints market, analysis of ICI’s marketing activities and evaluating ICI paints brand image

Trainings, Certifications and Workshops

- Business communication training by IMPACT
- Team building training by Activ8
- Negotiation skills workshop
- Leadership skills and Team skills development workshop
- Interview skills and Career Preference workshop

Professional Skills

- Proficient in SAP, MS Office and Databases
- Strong work ethic
- Travelling
- Flexible and adaptable to handle changing roles
- Enjoy athletics, sports and weight training
- Team player with leadership skills

Awards and Recognition

- Selected for University of Malaya, Malaysia Exchange Program (2013-14)
- Appointed as the Class Representative of MBA at IBA (2012 - 2013)
- Best Performance of the year at Packages Limited (2011 - 2012)
- Brought Coca Cola Beverages Pak. Ltd. in top 10 customers list at Packages Limited (2011)
- Guest Judge at Business Idea Competition (YLES) at LUMS (2010 & 2011)
- Guest Judge at Business Idea Competition (SoTec) at FAST (2011)
- Elected as Sports Secretary at IBA Boys Hostel (2009-2010)
- Elected as Treasurer of BITS Club at IBA (2008-2009)
- Appointed as the Class Representative of BBA at IBA (2006-2010)
- Most Responsible student award at Beaconhouse School (2001-2002)
- 2nd Best Speaker award at Ibn-eSina College (2000-2001)
- Appointed as the Prefect at Ibn-eSina College (1999-2000)
- Award for Human Excellence at Ibn-eSina College (1998-1999)
MBA Graduate Directory 2014

M. Usman Anwar Goraya
021-99239477, 0333-2102188
usmananwar@hotmail.com
Date of Birth: February 1, 1988

Finance, Marketing and Supply Chain

“With knowledge comes responsibility. As a Student of Business Administration, one feels a certain amount of responsibility on oneself due to this very reason. This responsibility ranges from giving back to the society, to adding positively to one’s organization, to self development and being the flag-bearer for one’s educational institution.

I have always believed in the statement that education is not just information but it is the formation. Formation of an individual. Formation of a vision. Formation of a leader. This very metamorphosis like transformation of mine was aided by IBA. From the class room to the cricket ground, each extra-curricular activity, every single moment, one was learning something, such is the prestige and positive culture of IBA.

An organization is a meshwork of functions. It is a network of individuals. Collaboration is the key to run any organization. My work experience as an Intern in multi-national giants as well as a job in the Banking Industry has instilled this foundation in me. I hope to inculcate this value further in my future team members and together take my future organizations to new heights.

Over time I would like to see myself develop personally and with that development I have a dream, a vision, to enable the development of others.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institute</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.55 (84.71%)</td>
</tr>
<tr>
<td>BBA</td>
<td>2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.26 (86.70%)</td>
</tr>
<tr>
<td>A-Levels</td>
<td>2006</td>
<td>The Lyceum School, Karachi</td>
<td>1 A, 3 B’s</td>
</tr>
<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Beaconhouse School System Jubilee Campus, Karachi</td>
<td>6 A’s, 4 B’s</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- MBA Project on New Product Feasibility for Matco Rice Processing Mills
- Performance and Compensation Report on Byco Petroleum Limited
- Leadership Project on Green Energy Solutions for IBA Campuses
- Group Live Case Study on Atlas Batteries Limited (AGS)
- Prepared a ‘Financial Model with Suggestions for Attock Petroleum Limited’
- Prepared a Report on ‘Brand Royalty of Top 100 Brands of the World’
- Prepared a Report on the ‘Marketing Issues in the Airline Industry of Pakistan’
- Prepared a ‘Detailed Research Report on usage of Cooking Oil SKUs’
- Prepared a report on ‘Energy Crisis in Pakistan’
- Prepared a report on ‘Taxation and Tax Policy Issues in Pakistan’
- Analyzed the ‘Organizational Behavior of FBR, Ministry of Finance, Pakistan’

Extra-Curricular Activities

- Advisory Board Member, IMARC 2012, IBA
- Chief Event Organizer, Dramatics Mega Event ‘IBA TALENTOPIA’ 2010
- Event Manager ‘Verve, An Entrepreneurial Event’, IBA, 2010
- Governing Body Member, IBA Business Leadership Conference, 2010
- Senior Sales Manager, Conference on Role of IMF in Pakistan Economy, 2009
- Sales and Venue Manager, CWS Charity Carnival, IBA, 2009
- Manager Guest Relations, IBA Alumni Dinner, 2008
- Winner of English Writing Competition by IBA Literary Society, 2008
- Gross Winner of the All-Pakistan’s Amateur Golf Championship, 2006, DAGC, Karachi and multiple other Golf Tournaments (2005-07)
- Motivational Speaking Sessions conducted personally
Work Experience

Aug 2010-Sep 2012: Bank Alfalah Limited  
Manager

Job Responsibilities

- Managing and partaking in General Banking Branch Operations
- Hired as a Management Trainee Office (MTO) - Batch XIV
- Trained in General Banking Operations (Classroom and hands on training)
- Trained in Credits (Classroom and hands on training)
- Trained in Trade Finance (Classroom and hands on training)
- Trained in Islamic Banking
- Trained in BASEL Approaches
- Trained in TEMENOS - Banking Software

Internee

Job Responsibilities

- Initiated Internship via a vis the Accounts Department.
- Rotated to the Financial Services Department (Corporate Treasury)
- Responsible for innovating for newer methods of reporting and recording MIS data for the Financial Services Department
- Detailed analysis of the company Insurance Policies
- As an Intern was also involved in multiple sessions of taste testing feedback for product development at the company.

Jun 2008-Jul 2008: ICI Pakistan Ltd.  
Internee

Job Responsibilities

- Interned at the Shipping Department at the Head Office. Presented a report on restructuring and updation of process flow of shipping.
- Part Internship spent in close contact with the Treasury and Taxation Departments as well.

Trainings, Certifications and Workshops

- CFA Level II Candidate
- Certification on Windows and MS Office

Professional Skills

- Proficient at MS Office and SPSS
- Avid Public Speaker

Awards and Recognition

- CSP - 41st Common Training Program
- Shortlisted for Nomination to Dean’s List, MBA
- Batch Position Holder and Valedictorian at Bank Alfalah MTO Training Program
- 4 successful stage plays at IBA including Acting, Writing and Directing
- Earned 50% Merit Based Scholarship for High Score in Admission Test IBA
- Head of Student’s Council in BSS, JC, 2003-04
Saad Alam
021-32783995, 0301-3306782
saadalamin7@hotmail.com
Date of Birth: September 7, 1987

Finance and Supply Chain Management

After completing my Bachelors from IBA in 2010, I worked for two years in the field of finance. In these two years, I worked on a number of assignments for the company that helped me strengthening my analytical and problem-solving skills, and had been a great learning experience for me. IBA gave an opportunity to complete the MBA in a year and a half and I opted for this option as this will give an opportunity to excel in my career and find new avenues. IBA has always maintained its reputation in Pakistan as one of the top business schools and thus pursuing my master from the same university ensures me a great success in my professional career.

MBA from IBA gives a great learning experience and prepares you for the challenges of the corporate life. I learnt from the case study methodology used in MBA program, how to debate and put forward your opinion in a healthy manner. Some of the core courses helped me to enhance my knowledge of finance and marketing. Also there was great learning from some other courses related to management of global economy, supply chain management. I had taken quite a few marketing electives in my MBA, to learn and gain more exposure about marketing world. My MBA project was related to Supply Chain Management, and it gave a practical experience of solving a real problem of a company.

I have developed a great interest in the operations and supply chain management. My MBA project and elective courses related to this discipline has been to driver to develop the passion and theoretical skills for pursuing my career in the field of operations and supply chain management. I want to see myself in a growth oriented organization where I can use my theoretical skills and blend those skills with practical scenarios and processes.

Educational Qualifications:

<table>
<thead>
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<tbody>
<tr>
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<td>2014</td>
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<td>3.90 (92.71%)</td>
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<tr>
<td>BBA</td>
<td>2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.27</td>
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<td>A-Levels</td>
<td>2006</td>
<td>Saint Michael’s Convent School, Karachi</td>
<td>4As (96%)</td>
</tr>
<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Saint Michael’s Convent School, Karachi</td>
<td>9As (93%)</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Financial Model on Lucky Cement: Prepared a financial model for the valuation of the share price for Lucky Cement.
- Supply Chain Report on Phillip Morris Pakistan Ltd: Detailed report on the end to end supply chain and value drivers.
- Dynamics of sales management: Term Report prepared on the sales activities of OBS Pvt. Ltd.
- Brand Activation Event for Habib Ketchup: Organized an event for the activation of Habib Tomato Ketchup in IBA auditorium with an audience of over three hundred.
- Term Report on Inventory Management using RFID: Prepared a business model for selling RFID solutions for inventory management.
- Marketing Research Report on Coke: A detailed research was conducted on the preference of Coke over other soft drinks. Results were compiled and analyzed using SPSS software.

Extra-Curricular Activities

- Teaching mathematics and science
- Love to play and watch cricket
**Work Experience**

Jul 2013-Jan 2014: International Textile Limited  
MBA Project  

**Job Responsibilities**

- Lead Time Reduction for MJS division  
- Problem Identification was done by conducting detailed research on entire value chain  
- Development of demand forecasting for better scheduling and planning  
- Implementation of S&OP team  

Jul 2010-Aug 2012: Epic Pvt. Ltd.  
Financial Controller  

**Job Responsibilities**

- Preparation of variance analysis report of the projects completed  
- Costing of the ongoing projects  
- Analysis of the profitability and financial position of the projects for the client  
- Feasibility reports prepared for co generation plants and waste heat recovery plants  
- Supervision in the formation of purchase orders, bank reconciliation statements.

Internee  

**Job Responsibilities**

- Preparation of Bank Reconciliation Statements  
- Verification and Preparation of Insurance Claims through Pfizer Distribution Portal, and verification of credit notes.

Family Owned Business  

**Job Responsibilities**

- Purchasing of stock and handling administration issues.  
- Preparation of financial statements.  

**Professional Skills**

- Proficient at MS Office and SPSS  

**Awards and Recognition**

- Highest GPA in MBA batch.  
- Honor of being in the Dean’s List  
- Secured the award for the most significant contribution at Pfizer Ltd.  
- Secured A grade in all the Finance and Accounting electives.  
- Certificate of Honor for being selected among the top 50 students of Pakistan for the National Science Talent Contest
Supply Chain Graduates
Syed Tariq

0335-2353468
syed.tariq@khi.iba.edu.pk
Date of Birth: September 23, 1988

Supply Chain Management and Marketing

“Starting off as Marketing major in my undergrad, the linkage between Marketing and Operations always made me curious. This led to a brief stint as a procurement and supplies business founder right after graduation only to be multiplied with job experience in the Business Services Division of Mobilink under the B2B brand of LINKdotNET.

My work as Lead Analyst Sales and Operations Planning division helped me understand several concepts and realize the importance of supply chain and operations in backing up sales and marketing efforts. In the day to day grind of the job, I continued to sort out best operational paths, Standard Operating Procedures, Virtual and Real flow of materials and responsibilities and analyzing Corporate Order Fulfillment performance. Additionally as a mediator between Sales and Operations, my job kept me pondering over the conflict and friction between the two most important divisions in any business.

Discussions with esteemed professors at IBA helped me realize that there was more to be learnt in the classroom that could not be materialized in the grind of office environment. My passion for Marketing and Sales remained intact as I embarked on a journey to discover conceptual and theoretical aspects of Supply Chain, Marketing, the connection between Supply Chain & Marketing and how Value Chains impact the delivery of value to the end consumer. From fresh discoveries in Neuro-Marketing, to the latest in Distribution and Logistics, IBA is breaking boundaries in its pursuit of excellence. My experience at IBA so far has confirmed this understanding as I continue to discover new ways to add value every day at IBA.”

Educational Qualifications:

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<td>3.44* (83%)</td>
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<td>3.1</td>
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<td>Intermediate</td>
<td>2006</td>
<td>Army Public College, Malir Cantt, Karachi</td>
<td>A Grade</td>
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<td>Matriculation</td>
<td>2004</td>
<td>Pakistan International School, Jeddah, Kingdom of Saudi Arabia</td>
<td>A Grade</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Term Report on Strategic Marketing initiatives Forhans Pakistan can take to revitalize the dying brand.
- Video Presentation on Roger Dooley’s book Brainfluence and concepts illustrated via Advertisements.
- Prepared report and Presentation on Walls Icecream brand Fruttare and established reasons why the brand did not enjoy similar success in Pakistan as compared to foreign markets and measures that could be taken to ensure otherwise.
- Successfully implemented change project in IBA by introducing six-a-side hockey which was enjoyed by all students and got media exposure in addition to appreciation from Admin.
- Top marks in Excel for Business Managers course.
- Report on the Supply Chain network and facilities of McDonalds Pakistan and the activities it undertakes in order to ensure delivery of maximum value to the consumer.
- Report on Atlas Batteries, their strategic position in the market; as well as major areas of threat and opportunity for the corporation

Extra-Curricular Activities

- Executive Director, I-MARC 2012
- Contender in Battle of the Brains, 2012
- Initiated and arranged first ever hockey tournament at IBA amidst great hype on November 17, 2012. It was presented in the 9 o’clock news on GEO TV on the same night.
- Key player in the MBA team for 2012 Futsal tournament at IBA.
Work Experience

Jan 2014-Present: Procter & Gamble Pakistan  Project Consultant

Key Responsibilities/Accomplishments

- Research centered on specified target market of 18-30 affluent females, with respect to haircare category comprising of the Head and Shoulders and Pantene brands.
- Creation of customer profiles and development of a Customer receptivity touch point map
- The project will end with a proposed Communication strategy based on most effective positioning, preferred communication vehicles and touchpoints for the desired segment.

Jun 2013-Dec 2013: Matco Rice Mills  Project Consultant

Key Responsibilities/Accomplishments

- First ever project on Consumer preferences for the Rice Bran Oil product.
- Acquired free of cost samples from Brazil to concept test with the Pakistani market.
- Comprehensive research from distributors to end consumers as well as doctors on the viability of rice bran oil in the Pakistani market.
- Supply Chain questions regarding import, packaging/labeling, and final cost of the product answered within first three months of project.
- Research included functional and emotional aspects of purchase leading to a well-received project report.

Sep 2012-Present: IBA, Karachi  Research/Teaching Asst.

Key Responsibilities/Accomplishments

- Started as Research Assistant to Dr. Nasir Afghan, PhD faculty and MBA Program Director.
- Assisted in developing case study on Telenor Easy Paisa by the title of “Easy Paisa: Seizing the White Space and Business Model Innovation”.
- Co-authored and Assisted in developing research paper on succession planning in Pakistani family businesses by the title of “Working paper on family firms: Succession Process in family firms”
- Working as Teaching Assistant with Dr. Shakeel Sadiq Jajja; PhD faculty in Supply Chain Management and in the process of developing a research paper with him.


Key Responsibilities/Accomplishments

- Assigned divisional team lead responsibilities and reported directly to the Head of Division from July 2011.
- Regular participation in weekly Corporate Performance Review and Resolution meetings, and proposals summary submission to CEO.
- Representation of the Sales Planning & Operations division in the Corporate Order Fulfillment meeting with CEO and CMO.
- Preparation of Corporate Order Fulfillment/Support Cycle reports for the management on weekly basis.
- Analyzing Sales and collection performance and assisting management in establishment of SOPs to ensure healthy sales.
- Guiding Sales and Operational departments in fulfilling client requests/complaints in a timely manner.

Jun 2010-Mar 2011: Kaizen International  Founding Partner

Key Responsibilities/Accomplishments

- Part of the founding team of the venture.
- Prepared Sales Proposals in co-ordination with Senior Partners.
- Assisted Operations and Finance in identifying strategic steps to increase profit margin, reduce effort/need for manpower, and reduce lead time required for service delivery.
- Assisted in closing some important sales leads.
- Worked as a liaison between client & operations to cater for special requests.

Professional Skills

- Proficient at MS Office
- Proficient at SPSS statistical analysis software

Awards and Recognition

- Completed BBA from IBA in July 2010 with a CGPA of 3.1
- Co-authored a case-study which was read at MSME Conference 2010 in Nagpur, India.
- Earned top marks and special praise from my Speech Communication instructor at IBA for speech on “Reasons for Wars” in 2008.
- Received certificates of Academic distinction from the Counsel General of Pakistan and Mr. Abdul Wahab Naqvi, Secretary General WAMY, Saudi Arabia.
- Stood first in classes 2, 3, 5, 6, 7 & 8; stood second in class 4, and scored pre-board positions in classes 9, 10, College 1st year and 2nd year.
Hasan Jamal 74
M. Ahsan Jalil 76
Madeeha Zaeem Hanafi 78
Mehreen Sami Khan 80
Mohammad Talha 82
Muhammad Humayun Maqbool 84
Munim Ahmed 86
Muzna Amjad 88
Saima Shams 90
Sundus Sarfaraz 92
Syed Ghufran Alam 94
Syed Obaid Nasir 96
Waqar Shahzad Shaikh 98
Zain Ahmad 100
Zohaib Wajid Jawad 102
Hasan Jamal

0321-8207117
hasan.jamal@khi.iba.edu.pk
Date of Birth: September 13, 1987

Marketing

After co-founding a software firm in Karachi with clients in UK, Pakistan and Bahrain, I realized the need to polish my communication, organization and management skills. The leader in me was craving some polishing from a good business school. There was no better option than a MBA from IBA for me. With my BS in Computer Science from IBA, I had technical skills that a Computer Science graduate should have. Now it was time for learning Marketing and Business Administration.

Dr. Ishrat Hussain was one of the main inspirations to come to IBA. Since Dr. Ishrat became the Dean and Director of IBA, the institute was on its way to excellence. IBA has been producing business leaders since half a century now and I was pretty sure it did a fabulous job at it.

Experience at IBA has been a phenomenal one. With students from a diverse background, the case study method of learning in most of the classes really added knowledge and value to my career. The involvement of the teachers was impressive for me. Instructors not only helped with the coursework but also shared their personal experiences.

I learnt devising strategies, analyzing the organizations, getting to the root cause and solving problems. My entrepreneurial spirit has been rekindled and I am more motivated than ever to enter the corporate scene and make a difference.

Educational Qualifications:

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</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.00* (78.7%)</td>
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<tr>
<td>BS</td>
<td>2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>2.88</td>
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<td>Computer Science A-Level</td>
<td>2006</td>
<td>Saint Patrick High School, Karachi</td>
<td>1A 2Cs</td>
</tr>
<tr>
<td>O-Level</td>
<td>2004</td>
<td>The City School, Karachi</td>
<td>5As 5Bs</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses

Dynamics of Distribution and Logistics, Advertising, Brand Management, Sales Management, Services Marketing and Supply Chain Management

Major Term Papers I Reports I Projects

- Term Report on Analysis of PTCL’s Corporate Strategy
- Group Presentation and Term Report on the Supply Chain of Philip Morris Pakistan
- Started and successfully ran a Gadget Software Debugging venture at IBA City Campus
- MBA Project with Abraaj Capital regarding the Healthcare Industry in Pakistan
- Conducted interviews and presented on the Marketing Strategy of Unilever’s Walls brand
- Pitchbook Report for the acquisition of RBS Pakistan
- Conducted sales of unbranded sandwiches as a project and presented it in class
- Created a business plan for an E-commerce website selling furniture in Pakistan
- Created a business plan for an e-B2B textile trading website in Pakistan
- Visited Port Qasim and conducted a detailed analysis of the Logistics issues in Karachi
- Studied The Cambridge Shop and presented the brand study in class
- Brand Report Card presentation on Samsung Galaxy phones

Extra-Curricular Activities

- Organized ICICT Conference, IBA, at IBA Main Campus, Karachi (December, 2013)
- Organized ICICT Conference at IBA City Campus (December 2007)
- Organized ICICT Conference, IBA, at Hotel Ramada, Karachi (August, 2009)
Work Experience

Apr 2012-Jan 2013: Brainstorm Inc. Co-Founder/Project Manager

Job Responsibilities

- Requirements elicitation and complete communications with stakeholders/clients
- Management of deadlines and task assignment amongst team members
- Reviewed important deliverables daily, quality assurance and functional testing of the features
- Business development with existing clients and client relationship management
- Complete design of the business solution for clients

Oct 2010- Apr 2012: Sibisoft Inc. Software Quality Assurance Analyst

Job Responsibilities

- Gather requirements, understand them, create prototype designs, break down the requirements for developers, assign tasks to developers
- Track project milestones against the deadlines, assign and revoke resources to teams as needed
- Apply quality assurance principles and practices throughout the life of every project
- Ensure client satisfaction, track bugs and issues, get them resolved in a timely but professional fashion
- Release management, create training guides for new features, documentation, after sales support

May 2009-Jul 2009: Sidat Hyder Marsheed Associates Internee

Job Responsibilities

- Interned in the Network Department (Corporate Support & Solutions Support) for 6 weeks where assignments undertaken included review of SOP Documents and the actual processes and updating of SOP Documents
- Presented the research in form of a report to the directors of the company and a presentation to the directors and senior management

Trainings, Certifications and Workshops

- MS Excel

Professional Skills

- SPSS
- Corporate Communications
- Project Management
- Team Leadership
- Management of Development Teams

Awards and Recognition

- Achieved a GPA of 3.55 in the 6th semester (BS Computer Science)
- Certificate from The City School for achieving 5 As in Olevel
M. Ahsan Jalil
0321-2746199
ahsanjalil@khi.iba.edu.pk
Date of Birth: September 28th 1980

Marketing and Supply Chain Management

“Doing masters in Food Sciences & Technology was indeed a blessing that I leveraged to get an insight of how corporations work effectively in a competitive environment. During my study at Food & Sciences department I came across several different subjects related to Engineering, Biology, Management and Food Preservation and during that span of time I found myself deeply involved and enjoying the field. Bachelors & Masters in Food Sciences & technology gave me all which I needed to understand the principles of product development, operation and corporate functions. After doing my masters I joined Hial Confectionary Pvt Ltd, Cadbury Pakistan and Kolson Industry Pvt Ltd at different positions. There my communication and interpersonal skills contributed a lot in my success which I had learned in Food & Sciences. I had also worked as Research Associate in H.E.J on developing new products having neutraceutical importance. Then I realized that for my successful career progression I need to have some broader skills, knowledge and higher qualification of management which was missing.

The so called gap in my career growth could only be bridged by understanding and learning about the corporate and business environment strategically. In order to grasp knowledge and skills to understand the business, MBA was my ultimate requirement. Getting admission in IBA and doing MBA was the greatest opportunity in my life to excel my skills and knowledge from the prestigious institute of Pakistan. It has strong brand name and Alumni spreading across the businesses. Learning environment at the institute of business Administration Karachi doesn’t only confine to the classroom. Projects in different subjects and working in different groups provide an opportunity to improve interpersonal and communication skills. In addition to the excellent business curriculum, IBA provides multiple opportunities for students to engage in various activities and enriches their experience. I appreciate the quality of teaching, and the knowledge and exposure regarding my majors.

I want to see myself in some growth oriented organizations where I would be working in a challenging environment. I enjoy working with people in groups and can also perform better individually. I am looking forward to pursue my career in the field of marketing or/and supply chain Management.

Elective Courses

Major Term Papers I Reports I Projects
• Successfully implemented change project in IBA by introducing six-a-side hockey which was enjoyed by all students & got media exposure in addition to appreciation from Admin.
• Conducted brand audit of Dettol Surface Cleaner, Reckitt Benckiser.
• Analyzed Retailing Strategies of local Retailers (Imtiaz, Metro, Naheed)
• Term report on Supply Chain Management of Shan Foods.
• Studied the Supply Chain Function of 3M & Agility Pakistan as per internationally approved best practices.
• Analyzed Employee Motivation at Subway & McDonald in Karachi.
• Segmentation, Targeting and Position of meat and poultry market with focus on K&N products w.r.t. Strategic Marketing
• Prepared Business Plan of New Food (Neutraceutical) product in Entrepreneurial Management.
• Prepared a marketing strategy for devising a revised marketing plan for Nestle Maggi Umra Product.
• Research studies on Micro and Macroeconomics, Determinants of Production of Wheat in Pakistan and on Determinants of Workers’ Remittances in Pakistan.
• As a part of Branding and Creative Corporation, analyzed the Cross Media Marketing techniques of Cadbury, 7UP and Magnum.

Extra-Curricular Activities
• Member: Entrepreneurship Society, Marketing Club, Leadership Club, Alumni Society.
• Initiated & arranged first ever hockey tournament at IBA amidst great hype on Nov 17, 2012.
• Participant, P&G Business Plan Competition.
• Represented MBA in hard ball Cricket at IBA Karachi.
• Team member for IBA International Marketing Conference.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institute</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Dept. of Food Science &amp; Technology, University of Karachi.</td>
<td>2.43* (70%)</td>
</tr>
<tr>
<td>M.Sc.</td>
<td>2005</td>
<td>Dept. of Food Science &amp; Technology, University of Karachi.</td>
<td>1st Division</td>
</tr>
<tr>
<td>B.Sc.</td>
<td>2004</td>
<td>Dept. of Food Science &amp; Technology, (Hons.) University of Karachi.</td>
<td>2nd Division</td>
</tr>
<tr>
<td>Matriculation</td>
<td>1997</td>
<td>K.B.V. Airport Model School, Karachi.</td>
<td>A-1 Grade</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester
Work Experience

Apr 2008 - To date: Entrepreneur and Partner in water purification business

Sep 2006-Apr 2008:  K.S. Sulemanji Esmailji & Sons (Pvt) Ltd. (Kolson) Senior Production Officer.

Job Responsibilities

- Work around two years in Snacks and Chips department
- Ensure the production related activities are being carried out for smooth functioning of the plant resulting in enhancing operational efficiencies and reducing the down time.
- Preparation of the whole production reports.
- Job allocation and motivate also provide guidance to plant supervisors and workers.
- Involved in the implementation of ERP system, ISO and HACCP.
- Preparation of the planning of production.
- Involved in new snacks plant installation.

Mar 2006-Aug 2006:  Cadbury Schweppes Pakistan (Pvt.) Ltd Officer in QA and R&D department.

Job Responsibilities

- Daily furnish process control sheets & visits production department to assure quality, safety and hygiene.
- Finished goods analysis report according to production activities.
- In coming raw material and packaging inspection.
- On-line acceptance and rejection of raw material as per complaint raised by production personnel.
- To perform trials on New product development and packaging & makes its feasibility reports.
- Daily sensory evaluation of products to assure quality.
- Working on Factory quality pre-requisite, GMP, GHP and HACCP.

Aug 2005-Dec 2005:  HEJ research Institute of Chemical Sciences Research Associate

Job Responsibilities

- Development of new food products with the incorporation of rice brand (by product of rice) and exploring the nutraceutical importance emphasizing on Dietary Fiber.

Feb 2005-Jul 2005: Hilal Confectioners Pvt. Ltd. R&D Production Officer

Job Responsibilities

- Preparation of the production reports and swiftly runs the shift.
- Job allocation and motivate also provide guidance to plant supervisors and workers.

Trainings, Certifications and Workshops

- Certified in Participating the ISO 22000:2005 Auditor/Lead Auditor Course by IRCA (URS).
- Certified in participating in the HEC Workshop on “BACTERIOCINS: Conventional And Molecular Approaches for Screening, Characterization and Purification”
- Certificate awarded for attended training session on importance of ISO 9001-2000 in industries held on May 28, 2005 at Deptt. of Food Science and Technology.
- Attended Avant Grade, a two day workshop on setting up strategic vision of life and strategic time management by Time Lenders at IBA, Karachi

Professional Skills

- Proficient at MS Office Tools (Excel, Access, Visio, Power Point, MS Project), Primavera, IBM SPSS Tools & Tora.
- Have orientation of SAP.
- Able to speak & write English, French, and Urdu.
- Effective team leader and dedicated team worker with leadership skills.
- Strong analytical and interpersonal skills.
- Qualified Trainer & Public Speaker.
- Enjoy athletics, sport & physical fitness.
Madeeha Zaeem Hanafi
021-35250813, 0334-3024825
madeeha.zaeem@khi.iba.edu.pk
Date of Birth: December 11, 1987

Marketing

"Studying economics and management in my undergrad helped me understand the importance of knowing how the economy and its nuances impact management decisions.

With my work experience at Oxford University Press I could see real-life applications of tools I had learnt through my economics degree such as price discrimination. However, it was the management courses, such as marketing, which proved to be most helpful.

With this thought in mind I decided to pursue my MBA degree and try and harness skills that will help me move forward in my career. An MBA degree is all encompassing. Even concentrating on a particular field, such as marketing, does not mean the other important facets of any business are left out. In my time at IBA I have learnt about finance, the global economy and its impact on the business world, supply chain and other skills which cannot be taught out of a text book. The MBA project has been the biggest learning opportunity as we study companies from every angle. From studying the external and internal environment we were able to help our clients to come up with a strategy to help them grow and excel in their field.

IBA is one of the best business schools in the country and due to the high degree of difficulty of getting admission, I was fortunate enough to be surrounded by individuals who had different experiences from me and learn from the active class discussions.

I want to see myself in some growth-oriented organizations where I would be working in a challenging environment. Organizing events and promotional activities is something I would like to go into. But I find brand management and supply chain to be just as interesting. To see how a strong brand can embed itself in a consumer’s mind is fascinating and I would love to be part of the process. I see myself working for a company that has a slew of strong brands and would love to try enhancing the brands’ presence in the market.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Institution</th>
<th>Year</th>
<th>CGPA</th>
</tr>
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<tbody>
<tr>
<td>MBA</td>
<td>Institute of Business Administration</td>
<td>2014</td>
<td>3.5*</td>
</tr>
<tr>
<td>BSC</td>
<td>University of London International</td>
<td>2010</td>
<td>3.3</td>
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<tr>
<td>Economics and Management</td>
<td>Programme, UK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Mans)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Launch event on IBA campus of a major Ice Cream brand.
- Running of a service business within IBA Campus boundaries
- Report of a brand revamp of Bake Parlor bread.
- Brand extension of bake parlor into biscuits
- Extensive research project on Culture of IBA Karachi
- Research project on the acceptance of technology affecting the popularity of e-newspapers and print newspapers
- Authored a live case study on Pakistan International Airlines in order to analyze their areas of improvement stemming from their corporate strategy.
- Application of SPSS software tools on data and analyzing it
- Presented on the role of the 5 senses in advertising
- Presented on the strength of the brand value of Khaadi

Extra-Curricular Activities

- Reading
- Baking
- Watching sports especially tennis and cricket
Work Experience

Junior Marketing Manager

Job Responsibilities

• Organized large events such as the Karachi Literature Festival 2012 and Children’s Literature Festival 2011, this included all marketing and promotional activities associated to ensure the success of the overall event.
• Responsible for coordinating activities among all the various bookshops across Pakistan during special events such as the Oxford Book Fair 2011.
• Responsible for the creation and constant update of social media outlets such as the Oxford University Press Pakistan’s Facebook page and the company’s YouTube channel.
• Promoting new books and organizing all activities related to book launches.
• Responsible for the Oxford Book club and correspondence with its member

Sep 2010-May 2011: Bayview High School, Karachi

Job Responsibilities

• Taught O-level Economics and Business Studies

Jun-Jul 2010: HSBC, Karachi Intern

Job Responsibilities

• Part of the team that was involved in the launching of the new Advance proposition.
• Worked closely with the credit card and marketing departments to insure that all factors were aligned.
• Drew up competitive scans.


Job Responsibilities

• Worked on the international news desk.
• Wrote various articles with voiceovers including the ‘Lockerbie Bomber’ story.
• Responsible for updating the morning headlines and tickers.
Mehreen Sami
021-36642533, 0332-3326891
mehreen.sami@khi.iba.edu.pk
Date of Birth: August 12, 1986

Marketing and Supply Chain Management

Graduating in Agribusiness was a very novel and interesting experience since none of such disciplines were ever thought of being taught in a non-agriculture place like Karachi. Pakistan has strong roots in agriculture and there are countless opportunities for its development. It was quite interesting to know that every other industry is somehow or the other linked to the agribusiness sector and that gave me a great insight and myriad learning experience in various industries. I started off my career with an Agriculture company, developed a gardening division, launched the garden fertilizer brands, provided consultancy and other services to the residential clients and was responsible for the marketing of the entire division. Although Agribusiness provided a mixture of learning experience of both agriculture and business management, I still felt my proficiency lacked in the marketing discipline.

It was then that I decided to obtain a professional MBA degree from a well reputed institute. I chose IBA for the strong heritage the brand holds and its highly proficient network of Alumni spread across the globe. It was therefore a great achievement for me to get admission in IBA.

Learning at the Institute of Business Administration Karachi leveraged not only my business management skills but also gave me an opportunity to engage in various real life activities like running my own business, carrying out research through various tools such as SPSS, Minitab, Eviews, and execution of marketing communications plans. Education in IBA is not just confined to your class rooms but it gives a great exposure to the national and international markets through educational trips and tours.

I want to see myself in a highly challenging growth oriented organization where I could utilize my analytical and practical skills that I gained from IBA. Certainly IBA has filled in my knowledge gap and it will be really interesting to re-enter the industry with this value-added experience.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
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<th>CGPA</th>
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<tbody>
<tr>
<td>MBA</td>
<td>Institute of Business Administration, Karachi</td>
<td>2.98* (75.46%)</td>
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<tr>
<td>BS-</td>
<td>University of Karachi</td>
<td>3.44</td>
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<tr>
<td>Intermediate</td>
<td>St. Lawrence Govt. Girls Degree College, Karachi</td>
<td>8  (66%)</td>
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<tr>
<td>Matriculation</td>
<td>Aisha Bawany Academy, Karachi</td>
<td>A1  (84%)</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses

Advertising, Brand Management, Supply Chain Management, Retail Management, Integrated Marketing Communications and Services Marketing, SAP, Dynamics of Distribution and Logistics.

Major Term Papers / Reports / Projects

- Marketing Audit of Zong as a part of Marketing Management Course
- OB Project: Pride of IBA- Alumni in Spotlight. A dedication to the high achievers of IBA Alumni in various walks of life
- Wrote Macroeconomics Term report on Impact of Land, Labor, Fertilizer and Seed rate on Agricultural Output
- Presentation on Brand Equity of Olper’s as a part of Brand Management Course
- Group project on development of Quran App and its IMC Plan
- Group Presentation on Analysis of Fiscal and Monetary Policy of Pakistan
- Prepared an Investment memo for PTCL as a part of Corporate Finance Course
- Term Project on Supply Chain Management of McDonald’s Pakistan
- MBA Project: Feasibility Study of Auto Service Workshop
- Running Services Business on Campus

Extra- Curricular Activities

- Active participation in sports during school and College
- Participation in ‘Student’s Week’ in College and university level
- Organized seminars
Work Experience

Jul 2013-Aug 2013:  Attok Petroleum Limited  Marketing Internee

Job Responsibilities

- Receiving of customer demands on a daily & monthly basis
- Demand Allocation: Daily and Monthly Demand allocation of various products and cross checking with customers whose credit balances showed either a positive sign or a zero upon allocating the demand.
- Recording of Sales update: Daily and monthly sales update both product wise and customer wise were recorded
- Record keeping and Filing: Various activities and customer information were recorded through filing
- Providing quotations to the customers
- Market Research on domestic and export market for Base Oils, Bitumen and Waxes


Job Responsibilities

- Directly involved in marketing and sales to corporate clients, branded retail clients, Architects and Engineering & Contracting firms.
- Managing the sales team and marketing and sales of LED lights
- Sale of LED Lamps to assigned customers direct or through distribution partners
- Development of new end-users and distributors based on corporate direction and branded retail shops
- Daily customer contact and administration of sales orders to resolve any customer related issues
- Market and competitive intelligence reporting on pricing and product performance
- Generating call reports for each customer meeting and sales reports as required
- Execution of branding and marketing activities to deliver goals


Job Responsibilities

- Inspection of medicines in production and packaging dept for their quality assurance as per the GMP methods
- Inspection of packaging as per the GMP methods
- Auditing of documents used in production processes
- Reviewing protocols, qualification, and validation procedures documented by the organization
- Investigating and reporting production line failures if a manufactured product does not meet quality specifications

Apr 2010-Oct 2011:  UDL Pakistan.  Assistant Brand Manager

Job Responsibilities

- Market Research of Nursery Market for pesticides, fertilizers and plant supplements as an Internship Project
- Managing the marketing and sales of fertilizers and pesticides and micronutrients for house gardening (vegetable/nursery) and institutional (stadiums/golf clubs/recreational clubs) use in Karachi.
- Development of various gardening and sports turf micronutrients and fertilizers
- Provision of Garden consultancy to residential and corporate clients.
- Develop an expertise on relevant channels of distribution, including an intelligence file on competitors’ products, pricing, field activity, consumer feedback and market research.
- Driven the development and introduction of line extensions, new product innovations and product launches
- Planning and execution of brochures, packaging and sales promotion materials.

Trainings, Certifications and Workshops

- Bonsai Technique
- Turf Management
- Organic Gardening

Professional Skills

- MS Office, SPSS, Minitab, SAP and Eviews
- Good interpersonal communication skills.
- Good presentation skills
MBA Graduate Directory 2014

Mohammad Talha
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mtalha@khi.iba.edu.pk
Date of Birth: June 10th, 1986

Marketing

“Graduating from the Baluchistan University of Information Technology and Management Sciences with a Bachelor in Petroleum & Gas Engineering opened new and different avenues for me. During my study in BUITEMS, I started getting interested in teaching and became more and more teaching-savvy. The courses of Drilling Engineering, Production Engineering, Reservoir Engineering, Geology and Well Logging were my favorite courses. My ambition for MBA was not new. I had developed a passion for MBA soon after I passed out of my bachelor program. As I had passion for socializing and for that MBA was very good degree to allow me to gain both my socializing and career goals. Continuous learning and development is an important part of career life and MBA provided me with an opportunity to gain further knowledge about my field and the ever-changing corporate and business environment. Doing MBA from IBA was an honor and a great achievement. I have been part of new IBA with new infrastructure and more focus on providing technical and moral support. Other than being a reputable institute of Pakistan with a strong Alumni base, the changes in the curriculum and teaching methods provided me an opportunity to learn on the same teaching model as followed in the oldest and prestigious universities of the world. The quality of teaching, teaching methodologies, and variety of courses gave me an opportunity to pursue my majors in a very different light.

I want to see myself in some growth oriented organizations where I would be working in a challenging environment. I want to employ the knowledge gained over the course of MBA for the benefit of the organization, society, country and the world as a whole. I will be very pleased to combine my interests with my career, and the courses taken in MBA would definitely allow me to do so.”

Educational Qualifications:

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.26* (82%)</td>
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<tr>
<td>BS-Petroleum Engineering</td>
<td>2009</td>
<td>BUITEMS, Quetta</td>
<td>3.73</td>
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<td>Intermediate</td>
<td>2005</td>
<td>FG College, Quetta Cant</td>
<td>57%</td>
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<td>Matriculation</td>
<td>2003</td>
<td>St. Mary’s High School, Quetta Cant</td>
<td>70%</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses

Consumer Behavior, Brand Management, Sales Management, Marketing Research, Excel for business managers, Supply Chain Management, Dynamics of Distribution & Logistics, Services Marketing, Business to Business marketing Strategic sourcing and negotiation skills, Retailing, Advertising

Major Term Papers I Reports I Projects

- Formulated Analysis of the inverse demand function of beef and the factors responsible for its increasing Price in Pakistan
- Analysis of the macroeconomic effects of savings and investments on Real GDP of Pakistan
- Financial analysis of financial statements of 2011-12 of Security papers limited
- Sales management project on selling Household Scrap
- Started a four week business at IBA by the name of Feel- A song dedication service with investment of only PKR 300/-
- Formulated a research project on the achievements of IBA alumni by the name of “Pride of IBA”.
- Report and presentation on Subprime mortgage crisis
- Formulated a project of Marketing Management on “Tracking system”

Extra-Curricular Activities

- Member Marketing club IBA
- Member human resource Club IBA
- Member Society of Petroleum engineers 2009
- President Tanzeem Al-Fajr Quetta Chapter 2008-09
- Member MBA cricket team IBA
- Teaching students and mentoring them
Work Experience

Jul 2012-Present: Karachi University - Petroleum Dept.  Lecturer

Job Responsibilities

- Planning and organization of the course include syllabus preparation, textbook acquisition.
- Instruction throughout the semester (3 in-class hours per week)
- Administration of tests and assignments
- Grading of assignments
- Office hours (3 hours per week)
- Supervision of students.
- Project work to provide an opportunity to students for ideas and methods, assimilated through lectures and tutorials, to be applied to real field evaluation.

Nov 2009-Feb 2012: Garrison Academy Quetta Cant  Lecturer

Job Responsibilities

Mathematics Instructor
Looking into the affairs of Students
Remained member of discipline committee

Jul 2013-Aug 2013: State Bank of Pakistan  Internee

Job Responsibilities

- To look into and understand the regulatory work carried out by different departments of State Bank of Pakistan.
- Visited different departments of SBP-BSC
- Learned export procedures in Export Refinance department
- Banking operations know how in Banking department.
- Learned about the working of admin department at SBP-BSC.
- Worked on the internship project Scrutiny Sheet of Export Documents assigned to us by SBP-BSC. Got the approval from internship coordinator and finally gave presentation on the project to the executives of SBP-BSC.

MBA Project: The Abraaj Group

Job Responsibilities

Topic: Agribusiness Investment Fund

Scope:

- Blue print for an Agriculture/Food value chain investment fund
- Agriculture logistics & storage of fruits specifically in Sindh
- Investment opportunities in existing food processing enterprises

Professional Skills

- Proficient at MS Office, SPSS, Eviews, Photoscape,

Awards and Recognition

- Recipient of IBA scholarship
- Studied on merit based scholarship at BUITEMS
Muhammad Humayun Maqbool
0313-5380835, 051-4475171
humayun.maqbool@khi.iba.edu.pk
Date of Birth: April 03, 1989

Marketing

“The MBA Program at IBA is very unique because of the school’s presence in all-round market of Karachi that caters to financial organizations, marketing companies and management centers. At IBA I have not only learned within campus but outside of it, and built an overview and insight of how companies are managed. This whole training and exposure was all possible through continuous interaction with industry experts coming to teach at IBA.

Previously having a Majors in Finance as well as working with one of the leading banks of Pakistan, I realized that there is more than just looking into numbers and same unchanging tasks in me. My inner-self always sparked me to do something out of the box and create a noticeable mark. This urge made me think of going for another MBA and I chose Marketing as Majors.

Over the time I have developed my interest in Marketing specifically in Branding and Advertising. The goal of my career is to find a position in a company where I am offered challenges, ultimately assuming the management responsibilities and being involved in company strategies. The most important goal for me for my career is to go for a role that lets me apply my educational trainings and inter-personal skills.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
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</thead>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.33* (82.4%)</td>
</tr>
<tr>
<td>MBA</td>
<td>2010</td>
<td>International Islamic University, Islamabad</td>
<td>3.58</td>
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<tr>
<td>Bachelors</td>
<td>2008</td>
<td>University of the Punjab, Lahore</td>
<td>B</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Completed a comprehensive research on Procter and Gamble’s Laundry Business as MBA Final Project on understanding factors of usage variation and their contribution towards consumer behavior and impact on decisions.
- Wrote a Live Case Study on Management and HR practices at Dawood Lawrencepur Limited.
- Started Services Business at Campus and generated a revenue of Rs. 5,000/- on an investment of Rs. 300/- in a week.
- Prepared Marketing Plan for Allied Bank Limited as a term report.
- Conducted consumer audit for the course of Consumer Behavior.
- Conducted research and wrote a research paper on the Employability in Pakistan and AMCAT feasibility in Pakistan.
- Analyzed and developed a Supply Model of Fresh Milk and key variables defining milk availability in Pakistan.
- Understanding Consumer Behavior under ZMET model and implementation of strategies in accordance to findings.
- Developed and presented a Brand Equity Model of Ufone.
- Comprehensive Report on marketing strategies of Shezan Ltd.
- Prepared report on the Quality Management at Telenor.

Extra-Curricular Activities

- Manager IBA HR Club for year 2013-2014
- CEO IBA HR Challenge - Inspire 2013
- CEO IBA HR Summit 2014 and HR Colloquium
- Program Design Team in Battle of Brains 2013
- Management Team of IBA Marketing, Finance and Economics Club
- Teaching Assistant in Business Administration Faculty
- Managed events at Hostel and at IBA Campus
Work Experience

Apr 2012-Jul 2013: Allied Bank Limited Banking Services Officer

Job Responsibilities

- Repeated success in building corporate relationship, managing accounts and positive service delivery
- Maintained a positive, motivated, and efficient environment fostering maximum efforts, diversified selling strategies, and excellent customer service
- Prepared reports and directed preparation of reports summarizing organization’s current and forecasted financial position, business activity, and reports required by regulatory agencies
- Customer Service Representative duties included accepting loan applications, opening and closing accounts, cross-selling and consultative sales of financial products, and maintaining up-to-date knowledge of banking services and products
- Built a rapport with customers and proposed different products and services based on their account history to help minimize their monthly bill
- Managed branch and office of financial institution
- Worked closely with business development team and department heads

Apr 2011-Apr 2012: Allied Bank Limited T-24 System Team Member

Job Responsibilities

- Worked as a team member in newly implemented core-banking system at Allied Bank
- Worked on data migration, anomalies removal, data transfer from old to new system
- Involvement in post-implementation training of branch employees on General Banking and Credits Modules of T-24
- Correspondence with regional office for system checking and overhauling


Job Responsibilities

Went through a comprehensive training for four months at Management Development Center of Bank and was trained under Commercial and Retail Banking Group. The modules covered during training were:
- General Banking Operations
- Forex and Trade
- Credits and Advances


Job Responsibilities

- Interned in the General Banking and Credits Department for 2 months
- Learned on key roles of Banking and regulations in context of NBP as well as State Bank of Pakistan

Certifications and Workshops

- Junior Associate ship of IBP – Stage III Candidate
- 2nd International Applied Business Research Conference (IIUI)

Professional Skills

- Proficient at MS Office
- Communication
- Decision Making
- Research & Economics Analysis Tool: E-Views & SPSS
- Oracle Application User
- Well versed in IT Application

Other Activities and Voluntary Work

- Worked as volunteer in AASAN Foundation for Peace Work in Islamabad
- Participated in various essay writing competitions in School and College
- Developed an online website for interactive communication of students at Intl. Islamic University, Islamabad
Munim Ahmed

021-34901255, 0334-3547201
munim_ahmed@yahoo.com
Date of Birth: October 05, 1987

Marketing

With its long successful history IBA, from 1950’s, has helped in promoting and polishing the skills of thousands of students across the country. After completing my BBA from IBA in 2010, with first position in the batch, I decided to apply the knowledge of theory which I had learnt for four years, along with a broad study of business activity and an emphasis on strategic and international aspects of management decisions, to resolving complex business problems and to improving business and management practice by utilizing my ability to work on my own and with teams in a systematic and creative way.

After two years of work experience, which gave me an opportunity of understanding management and organizations in real world, I decided to do my MBA from IBA. With the curriculum designed in a way that gives students real-life experiences by working on live projects and open interaction and discussions with not just the faculty but with employers, the MBA degree has greatly helped me in adding to my confidence, creativity, innovation, critical thinking, communication and in building tolerance and teamwork which is a life-long learning. With a background in finance in BBA, I decided to pursue Marketing in my MBA so that I can have a blend of both these fields. In the ever-changing business environment, it is very important to have a strong understanding of numbers along with strategies and techniques for solving business problems. My MBA degree has helped me in achieving that and in further polishing my technical, analytical and interpersonal skills.

After my MBA I plan to work in an environment which encourages innovation, where I can utilize my potential to its maximum and explore my creativity to utmost extent to achieve assigned objectives. I would like to apply my knowledge and skills which I have learnt and help management against a range of organizational problems by interpreting and analyzing data and suggesting proposals for future actions which are profitable for the organization.

Educational Qualifications:

<table>
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<tr>
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<th>Institute</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.46* (83.4%)</td>
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<td>BBA</td>
<td>2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.61</td>
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<td>A-Levels</td>
<td>2006</td>
<td>The Lyceum School</td>
<td>2A’s 1B</td>
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<tr>
<td>O-Levels</td>
<td>2004</td>
<td>St. Michaels Convent School</td>
<td>6A’s 4B’s</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Detailed study, formulation and recommendation of communication strategy for P&G hair care category - MBA final year project.
- Detailed research study on Habib masala and recipe mixes.
- Formulated marketing strategies for HOM ketchup brand.
- Developed an advertising campaign for micro insurance of poor in Pakistan.
- Analyzed E-marketing strategies of telecommunication companies in Pakistan.
- Conducted a research on performance of small businesses in Pakistan.

Extra-Curricular Activities

- Volunteered at 3rd ICICT Conference, 2009
- Organized IBA BITS Annual Farewell, 2009
- Member of IBA Literary Society, 2007
- Member of IBA sports society, 2007
- Member of Home school , 2006
- Volunteer work at Dar-ul-Sukun, 2006
Work Experience

Mar 2011-Jul 2012: Merit Packaging Limited (Lakson Group)
Finance Management Trainee

Job Responsibilities

- To maintain and improve healthy relations with the banks which involved all communication regarding Running finance documentation and updation.
- To prepare and approve the product costing on daily basis after taking into account the changes/updates in the costs of various items involved in the production process along with the coordination of the marketing department.
- Other tasks involved preparing monthly bank reconciliation statements, stock reports, invoice entry of imported items and sales tax calculation and submission.
- Investments of provident and gratuity funds.
- To assist the CFO in a number of projects including “capital restructuring” project whereby working out feasibilities for different options and preparing and conducting presentations to be made to the group head.
- Advising the director in organizational and cultural changes for improving the employee attitude and morale.

Aug 2010-Feb 2012: Habib Bank Limited (Retail Banking)
Management Trainee

Job Responsibilities

- To understand the head office functionality and especially the branch working during the training tenure.
- To assist area manager-Nursery and Bahadurabad division in setting up a separate banking area for high net worth account holders.
- To help customers in branch with different banking related problems like account openings, suggesting saving plan options, etc.
- To assist the regional head-North division in devising strategies for improving the employee attitude and customer service at the branches.

Jun 2009-Jul 2009: Engro Chemicals Pakistan Limited
Internship

Job Responsibilities

- To help in mapping the current processes during the course of implementation of SAP.
- To attend the SAP vendor meetings and write down minutes of the meetings for future reference.
- To recommend strategies for improving the performance of the help desk staff.
- To coordinate and work with all departments during the implementation process for smooth transition to the newly adopted technology.

Professional Skills

- Proficient in use of MS office, Visio and Oracle Financials

Awards and Recognition

- Scholarship in MBA, 2012
- Secured 1st position in BBA-MIS batch, 2009-2010.
- Acknowledged in the Dean’s list of distinguished students, 2009-2010
- Secured 1st position in seventh and eighth semester of BBA, 2009-2010
- Achieved 1st position in sixth semester of BBA, 2009
- Achieved second and third positions in fourth and fifth semester of BBA respectively, 2008
- Achieved 2nd position in third semester of BBA, 2007
Muzna Amjad
021-32362177, 0333-4839159
muzna.amjad@gmail.com
Date of Birth: June 19, 1988

Marketing

“A silver medalist in O Levels and a scholarship holder during A Levels, my peers have always associated me with a person having a quantitative mindset which has assisted me in evolving as an analytical and logical person. This set of strengths and skills took me to LUMS where I did my BSc. Hons. in Mathematics. In order to gain further professional experience, I started interning at a non-governmental organization where I was responsible for analyzing its projects. The analytical framework that was followed by the organization on the community and developmental projects developed my interest and made me pursue work in the same field. Hence, I joined Transparency International soon afterwards. Working at TI-Pakistan made me hone my abilities and what separated me from others was that I emerged as a person skilled at various core tasks including in-depth analysis of projects and event management.

However, the scope of my career as a graduate was quite limited. Therefore, to open up to further possibilities, I pursued my MBA from IBA. I feel quite fortunate to be a part of both of the best institutes of Pakistan, because each of them exposed me to a new facet. IBA opened me up to the notion of what a business world is all about. Working side-by-side with some of the experienced professionals of the industry, while learning from them at the same time, I got to know a lot about the operations of the corporate world. My knowledge enhanced further while I interned at ICI and got a chance to taste competition and challenge at a professional level. The institute has kept me going and has made me believe in rising to the new heights. It has not only given me specialized knowledge of various fields but also an opportunity to widen my vision to look at things differently.

Equipped with an MBA degree, I want to embark on a professional journey where I can work on a managerial level and not only put my acquired knowledge to use but also to learn things that can only be enhanced through practical experience.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Educational Qualification</th>
<th>Year</th>
<th>Institute/University</th>
<th>CGPA</th>
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<tbody>
<tr>
<td>MBA</td>
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<td>Institute of Business Administration, Karachi</td>
<td>3.54*</td>
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<td>BSc Hons.</td>
<td>2010</td>
<td>Lahore University of Management Sciences, Lahore</td>
<td>2.93</td>
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<td>A-Levels</td>
<td>2006</td>
<td>Summit Educational System, Karachi</td>
<td>A, B &amp; C</td>
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<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Beaconhouse School System, Karachi</td>
<td>6As, 2Bs &amp; C</td>
</tr>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Compiled a report on the financial analysis of the scope, current progress, future prospects and developments in the Nestle Pakistan limited.
- Applied variable costing techniques on the financial statements of Berger paints Pvt Ltd. Also carried out performance evaluation and ratio analysis.
- Conducted a change initiative project by the name of Metamorphosis, the highlight of which was the panel discussion amongst IBA’s students and faculty as well as corporates from the industry.
- Critical appraisal of the marketing techniques utilized by Ufone GSM.
- Critical appraisal of the supply chain techniques applied by ICI Life Sciences division.
- Analysis on PPAF’s social mobilization and community development projects.
- Wrote a case study highlighting PPAF’s successful implementation of microfinance scheme in Gujranwala.
- Critique on the warehouse management of ICI Life Sciences Division.
- Formulation of situation analysis for Transparency International’s Strategy 2015.

Extra-Curricular Activities

- Participated in Dubai study tour 2013 and met corporates from Mondelez International, IFFCO and similar companies to get a firsthand experience on various marketing tools employed by international organizations.
- Member of management team that arranged a trekking trip to Mukshpuri.
- Member of LUMS Entrepreneur society and LUMS Community Service society.
- Business event volunteer at YLES 09, YLES 10, LUMUN 08, LUMUN 09 and Orientation.
- Event Manager of Math Enigma at LUMS Olympiad 09.
- Member of host team LUMS HR confluence 08.
**Work Experience**

**Jun 2013-Jul 2013:** ICI Pakistan Ltd  
Supply Chain Internee

**Job Responsibilities**

- Conducted and compared detailed research on the documented and practiced standard operating procedures for Life Sciences.
- Updated SOPs whilst engaging major stakeholders placed throughout Pakistan.
- Detailed study of the Pharmaceuticals and Animal Health warehouse.
- Conducted a competitive analysis with respect to the warehousing procedures.
- Critical analysis on the warehouse management in Life Sciences division, successfully identifying loopholes subsequently followed by suggestions for improvement.

**Dec 2011-Aug 2012:** Transparency International Pakistan  
Asst. Project Coordinator

**Job Responsibilities**

- Lead the team of agents responsible for handling the complaint management system for USAID Anti-Fraud Hotline Project.
- Ensure coordination of the staff with the Project Manager and USAID Office of Inspector General.
- Worked as part of the strategy formulation team for TI Strategy 2015.
- Responsible for streamlining complaint processing management.
- Ensure timely formulation of daily, weekly, quarterly and annual reports.
- Regular critical appraisal, revision and modification of the marketing strategies applied at AFH.
- Conducted UNCAC review process for the determination of the presence of whistle blower protection laws.
- Member of the management team for “USAID Anti-Fraud Hotline fraud awareness and prevention” workshop.

**Jun 2011-Jul 2007:** Pakistan Poverty Alleviation Fund  
Internee

**Job Responsibilities**

- Research on PPAF’s various successfully implemented projects including social mobilization project, community development project, farmer’s scheme and microfinance scheme.
- Detailed analysis on the failure of the health care facility project in Rawalakot.
- Conducted on-field research for PPAF projects implemented in Rawalakot and Gujranwala.
- Critical appraisal and comparative analysis of PPAF projects with suggestions for improvement presented to the executive team.
- Case study on the successful implementation of microfinance scheme in the rural areas connecting to Gujranwala.

**Professional Skills**

- Proficient at MS Office (Word, Excel, PowerPoint, Visio etc.).
- Familiar with SPSS, E-views and MATLAB.

**Awards and Recognition**

- Received silver medal by Beaconhouse for outstanding academic performance during Olevels.
- Received 75% scholarship during A levels due to continued achievements in academics.
Saima Shams
0344-2618265, 021-34938689
saimashams11@yahoo.com

Marketing and Supply Chain Management

Graduating in Physics and then in Applied Physics from Karachi University was indeed a unique field. Since my childhood I wanted to be an astronaut but then realized it’s not possible at least in Pakistan or this field has not much scope in this country. So I opted for something that leads peak to my career. Then I chose IBA. I worked day and night to get admission in this prestigious institute.

When I got selected for IBA it was like a dream come true. This institute not only provided me the best business knowledge curriculum but also exposure to vast experiences. I want to be a part of an organization that provides me an opportunity to utilize my expertise and skills that I gain during my studies to manage the challenging projects that promote the growth of an organization.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
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<tr>
<td>MBA</td>
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<td>Institute of Business Administration, Karachi</td>
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<tr>
<td>Msc</td>
<td>2008</td>
<td>Karachi University</td>
<td>First Div</td>
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<tr>
<td>Bsc</td>
<td>2005</td>
<td>Karachi University</td>
<td>First Div</td>
</tr>
<tr>
<td>Intermediate</td>
<td>2002</td>
<td>Khatoon-e-Pakistan College</td>
<td>76%</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2000</td>
<td>Little Folks School</td>
<td>80%</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Presented a report on Brand Equity of Olper’s Milk
- Covered Zong for marketing management course
- Published a book on IBA Alumni as a part of OB project
- Presentation on automobiles’ and McDonalds Supply Chain
- MBA project on the feasibility of one window auto workshop
- Run an own food business for Services marketing
- Work on Quranic application for Iphone and Android

Technical Skills

- Proficient in MS office
- Marketing Research software SPSS SAP
**Work Experience:**

Sep 2009-July 2012: Bentham Science Publishers

**Job Responsibilities:**

- Written correspondence with international scientists and authors
- Checking articles for plagiarism via Turnitin software
- Copy editing, and proofreading of articles
- Manages publication work of journals

Aug 2013-Sep 2013: Interned at State Bank of Pakistan

**Job Responsibilities:**

- Visited at various operational departments of SBP (BSC)
- Presented a report to the head of division on all the functions of these departments with Recommendations for improvement.
Sundus Sarfaraz

021 34821384, 0345 6193521
sundus_s@live.com
s4sundus@gmail.com

Marketing and Supply Chain Management

“After graduating as an Industrial and Manufacturing Engineer from NED University back in December 2009, I entered into the technical field of designing mechanical components particularly for Integrated Circuits testing at Altran Pakistan Private Limited.

Gaining a lot of expertise and skill in the realm of designing, I thought of pursuing a degree in master of business administration to broaden my career horizons and learn the latest management techniques that can help me prosper in an organization. MBA gives a holistic perspective of the business world and develops one’s entrepreneurial, management and analytical skills. Moreover, case studies taught also give an insight into realistic problems faced by big industries and their solutions. IBA is indeed a reputable business institution of Pakistan where getting an admission is an achievement in itself. The eligibility criteria of two- years prior experience has significantly helped in learning via class discussions as individuals are from diverse backgrounds having vast experience in different fields.

I am looking forward to opt for marketing and supply chain fields in future to prove my capabilities as a professional in the areas of planning and industrial management through continuous hard work and commitment in a challenging organization. Though market research and brand launch have always fascinated me, at the same time supply chain and its mechanics have also grabbed my attention. Doing a project related to supply chain has contributed to my learning and I believe my knowledge will be beneficial for the success of any organization.”

Educational Qualifications:

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</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.1* (77.5%)</td>
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<tr>
<td>BE</td>
<td>2009</td>
<td>NED University of Engineering &amp; Technology Karachi</td>
<td>3.4</td>
</tr>
<tr>
<td>Intermediate</td>
<td>2005</td>
<td>BAMM PECHS College for Women, Karachi</td>
<td>A (76.9%)</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2003</td>
<td>Seedling Public School, Karachi</td>
<td>A+ (86.1%)</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Macroeconomics term paper on “Factors that determine Gold prices”
- Group Presentation on Customer brand Equity of Olpers.
- Conducted a live case study on PTCL.
- Analysis of the end to end supply chain, identification of bottlenecks and recommendations for Pak Suzuki.
- Report on the project lifecycle of a printed circuit board.
- Brand audit report for a brand.
- Study of b2b marketing process and activities of an organization.

Extra-Curricular Activities

- Organized a seminar “Metamorphosis: Inspiring Change”.
Work Experience

Nov 2013-May 2014: Agility Warehouse Consultant
To determine the weak areas at Agility’s warehouse and provide recommendations for improvement.

Jul 2013-Sep 2013: Attack Petroleum Limited Internee
To determine the flaws at APL especially in the Marketing and Sales department and come up with suitable remedies

Jul 2010-Jul 2012: Altanova Private Limited. Mechanical Design Engineer

- To design and draft the mechanical components on Solidworks which are associated with semiconductor testing. These include sockets, heat sinks, docking plates and other machine parts.
- Providing complete support to the PCB designers and resolving mechanical issues.

Jun 2008-Jul 2008: National Food limited Internee

- To prepare an Integrated Inventory Replenishment and Outbound Dispatch Model.
- Conducted a study on Space Utilization
- During my internship I have also been given a brief introduction of ERP system, particularly SAP. Awareness of SAP modules that include:
  - Material Management Module (MM)
  - Production Planning Modules (PP)
  - Plant Maintenance Module (PM)
  - Sales and Distribution Module (SD)

Professional Skills:

- Proficient in using MS Office.
- Possess good planning, implementation and execution skills
- Can communicate verbally in Persian.
Syed Ghufran Alam
021-35430068, 0333-3234521
ghufran.alam@khi.iba.edu.pk
Date of Birth: August 27, 1985

Marketing and Supply Chain Management

After completing my Masters in Petroleum Technology, I was fortunate to get the chance to work with one of the biggest multinationals at an international level. Challenging industry, international exposure, and multicultural environment caused me to learn new things every hour. It was really a good experience to work with different cultures and travelling to different countries. Another opportunity that I got was to share my experiences with the students in Pakistan by delivering guest lectures at University of Karachi. Passing through various career stages of my life, I started to realize that I have more potential and to exploit that potential I decided to go to a business school.

The choice to pursue a business degree was not a random decision but based on my research, experiences, and feedback. Getting admission in IBA for MBA program was also an endorsement of my decision as the admission in IBA isn’t just based on aptitude but various stages which include personality assessment. It was a great learning opportunity to get information about all business disciplines along with my specialization in marketing and supply chain. Learning was not just based on class room studies but an excellent blend of case studies, guest lectures, industry visits, discussions, presentations, and projects for every course. The MBA project was also a great opportunity to learn on the ground, participating equally with the real players of the organization.

The time has come to prove that my decision to pursue MBA degree was absolutely right to take up more challenges in life. It’s not just about a specific industry but it can handle the challenges of every industry. I am interested in creative works and will be happy to join any organization which provides me the platform to exploit my potential to create value for both the employee and the employer. Choosing Marketing and Supply Chain courses was also the part of my passion as these disciplines are challenging and require creative solutions. It’s now really exciting for me to think about the great future opportunities ahead for applying my knowledge and skills to make contributions to the industry and the society.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
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<th>Institute</th>
<th>GPA</th>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.1* (77.15%)</td>
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<tr>
<td>M.Sc. Petroleum Technology</td>
<td>2007</td>
<td>University of Karachi</td>
<td>A</td>
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<tr>
<td>B.Sc.</td>
<td>2005</td>
<td>University of Karachi</td>
<td>A</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses
Consumer Behavior, Brand Management, Advertising, Retailing, Sales Management, Entrepreneurial Management, Supply Chain Management, Dynamics of Distribution & Logistics

Major Term Papers | Reports | Projects

- Compiled and presented end to end Supply Chain process of Byco Petroleum Pakistan Ltd.
- Segmenting, Targeting and Positioning study of meat and poultry market with focus on K&N products.
- Analyzed the marketing strategy of Nestle Maggi Umda Paratha and presented recommendations.
- Visit to Port Qasim, Jinnah Terminal and Agility Warehouse, Karachi for the understanding of their infrastructure and supply chain processes.
- Corporate Strategy report on Pak Suzuki Motor Company identifying major challenges to the company.
- Launched “I Own IBA” campaign as a project work to inculcate the sense of ownership amongst the students and the community.
- Financial Analysis and valuation of Shell Pakistan by applying various costing and financial analytical techniques.
- Presented analysis of major challenges faced by Ice Cream industry cold chain activities.
- Dubai Study Tour to acquire the knowledge of the contemporary marketing tools being used in Dubai and the challenges faced by the industry.
- Visit to PSO Labs, KRL Refinery, and NRL Refinery.

Extra-Curricular Activities

- Member Society of Petroleum Engineers (SPE)
- Member American Association of Petroleum Geologists (AAPG)
- Ex-President of Department-Industry Collaboration Committee, KU
- Arranged Guest Lectures at University of Karachi
- Delivered Guest Lectures at Dept. of Petroleum Technology, KU
- Advisor Guest Relations IBA Leadership Club
- Aquascaping
**Work Experience**

Sep 2013-Jun 2014: Kolson (Lotte Pakistan)  Project Consultancy

**Job Responsibilities**

- Complete study of Supply Chain Model at Kolson-Lotte Pakistan.
- 20% Freight Costs Reduction at Secondary Distribution for all 4 Regions, Karachi / Hyderabad, Multan, Lahore and Islamabad.
- Creation of an efficient supply chain model at outbound distribution by application of different metrics.

July 2013-Aug 2013: Kolson (Lotte Pakistan)  Internee

**Job Responsibilities**

- Interned in Supply Chain Department for 6 weeks where assignments were to analyze the Value Chain activities.
- Analysis on production plants, warehouses and logistical facilities for better management of supply chain process flow.


**Job Responsibilities**

- Logging all the drilling parameters and correlating, analyzing, and preparing reports to be presented before clients.
- Drill cutting analysis and formation of lithology logs.
- Preparing Job Safety Analysis report.
- Attending daily meetings and updating all stakeholders regarding the drilling progress.
- Assisting well site geologist for Core CuttingOperations.
- Troubleshooting all the equipment problems that occur during the drilling operations from town as well as field visits.
- Presenting progress reports to senior managers.
- Commuting in the Middle East as per requirement of specific skill set which include Pyrolysis job, LaserStrat, and Software issues.
- Worked on several wells which include high pressure, high temperature, lateral, water injector, onshore, offshore and deep gas wells.
- Creating Inventory checklists for warehouse as well as for units.
- Creating list of required tools and spare parts.
- Assisted in unit and equipment mobilization as per client and field engineer request.

Feb 2008-Nov 2008: SAM Engineering Services, Pakistan Office Administrator

**Job Responsibilities**

- Relationship Management with all clients.
- Supervising maintenance crew to address customer complains.
- Managing store and dispatch of different machineries.
- Assisted in accounts management.
- Presented Company Services before clients.

**Trainings, Certifications and Workshops**

- INSITE Anywhere and Advanced Surface Logging
- Helicopter Underwater Escape Training and Sea Survival
- Risk Management-Hazard Identification, Evaluating Risk, Controlling Risk
- 5S Overview and Environmental Awareness

**Professional Skills**

- Proficient at MS Office, IBM SPSS Tool, E-Views, SURFER.

**Awards and Recognition**

- Acknowledgment Certificate from University of Karachi upon successfully conducting the affairs of Department-Industry Collaboration Committee.
Syed Obaid Nasir
021-34631341, 0341-3005570
obaid.nasir@khi.iba.edu.pk
Date of Birth: April 03, 1987

Marketing and Supply Chain Management

Being a person with an amiable personality, an analytical mindset and appreciating the significance of ‘staying connected,’ the field of connected networks has always held considerable interest for me. Getting into FAST and pursuing my graduate degree as a Telecommunications Engineer was hence, a dream come true. After that there was no looking back. Opening doors to a number of arenas, I found myself deeply involved in learning and discovering its innovations that transform the world into how it operates today, and the ways it is going to shape our future. Right after I graduated, I got a chance to work with Multinet Pakistan, a subsidiary of Axita group and commenced my work with some of the renowned telecommunication companies. What accentuated this process of learning was continuous travelling to all regions of Pakistan, which included remote parts of all the provinces. At that point in time, I realized that in order to progress my career, I needed a broader perspective particularly in terms of how businesses are run and evolve.

In order to accelerate my career progression, doing an MBA seemed to be the natural route. This proved to be a turning point in my life, as this decision led me to IBA, one of the oldest and best business schools in Pakistan. IBA is not only an institution where everyone aspires to be, it’s a place that in actuality transforms your mindset and enhances your knowledge by challenging you at every level and at the same time giving you a flavor for what the practical field entails for you. Furthermore, the presence of similar dynamic individuals, including the faculty and the students who can share their knowledge with you at every step, makes it worthwhile. Such versatility within an institution translates into individuals who have the required knowledge of professional life and know how to get work done.

Now that I will be graduating soon, I want to utilize the skills I have learned previously and accept new challenges in a demanding environment that stimulates the same level of interest in me as my previous work did. As I see the vast number of opportunities ahead in various industries, I hope to see myself in a growth oriented organization, preferably an elaborate multinational company, and develop a relationship with it which will be mutually beneficial for both of us.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
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<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.14* (79.29%)</td>
</tr>
<tr>
<td>BSc. Telecommun</td>
<td>2008</td>
<td>National University of Computer and Emerging Sciences</td>
<td>2.87</td>
</tr>
<tr>
<td>Intermediate</td>
<td>2004</td>
<td>D.J. Sindh Govt. Science College, Karachi.</td>
<td>A+</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2002</td>
<td>Saint Patrick’s High School, Karachi.</td>
<td></td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Retailing Project which incorporated all the key areas such as trading area, customer profile, merchandising, display management, pricing and promotional strategies.
- Brand Management Study on an Indian Foods Brand Parle G.
- Presented a detailed analysis and presentation in Consumer Behavior in the category of meat and poultry with focus on K&N market.
- Prepared a case study on marketing strategy for devising a marketing plan for Nestle Maggi Umda Product.
- Analyzed the end to end Supply Chain process of Byco Petroleum Pakistan Ltd and presented a report and presentation on it.
- Comprehensive report on Corporate Strategy for Pak Suzuki Motor Company identifying the core issues being faced by the Management.
- Financial Valuation of Shell Pakistan and Oil Industry in general by applying various costing and financial analytical techniques.
- Research papers on Micro and Macro economics topics, Determinants of Production of Wheat in Pakistan and on Determinants of Workers’ Remittances in Pakistan.
- Conducted a change initiative leadership based project which inculcated the sense of ownership in students of IBA.

Extra-Curricular Activities

- Group Head for Key Note Speakers, International Marketing Conference May, 2014.
- Chairperson IEEE-NUCES Karachi 2008
- Participated in Case Study Competition arranged by Indus Motors held at IBA Karachi.
- Member IEEE and IEEE Communications Society 2007-2010
- Arranged number of university workshops, seminars and competitions.
- Tennis & Cricket
Work Experience

Project Consultancy, MBA

Job Responsibilities

• Responsible for cutting down Costs by 20% at Outbound Distribution Level for all regions (Islamabad, Lahore, Multan, Hyderabad).
• Suggested recommendations on the basis of various quantitative metrics which lead to the more efficient supply chain model.

Jul 2013-Aug 2013: Lotte Pakistan, KSSE Pvt. Ltd. Internee

Job Responsibilities

• Interned in Supply Chain Department for 6 weeks where assignments were to analyze the SOPs being followed by them.
• The assignment scope also included the visits to production plants, warehouses and coordination at all levels of Sales Management and Supply Chain teams for better process flow of end to end supply chain.


Job Responsibilities

• Vendor management for ensuring the right network designs and right parts of equipment are ordered to Nokia Siemens, Germany and Huawei, China.
• Lead number of projects for connecting Verizon Business with US, Japan, Afghanistan and Pakistan.
• Lead and commissioned Dialog, Sri Lanka, Axiata Group in Pakistan for opening a pool of gateways to other transmission companies.
• Technical account manager for providing World Call backbone network connectivity in Pakistan for their broadband services.
• Lead the connectivity of Mumbai - Karachi for TATA, India and first ever Cisco connectivity for them in Pakistan leading to Islamabad.
• Successfully identified gaps and provided the efficient network design after in-depth analysis to Multinet Pakistan Pvt. Ltd. top management.
• Developed the product portfolio of the range of services provided by transmission team to multiple carriers for Sales Team.
• Successfully implemented an innovative and creative channel mapping database which could optimize the network and provide weekly / monthly reports analyzing the KPIs of Backbone Network.

Jul 2008-Dec 2010: Multinet Pakistan (Pvt.) Ltd, Axiata Group Transmission Network Engineer

Job Responsibilities

• Managed the budgeting of number of customers for catering their domestic and international requirements.
• Planned solutions for International and Enterprise Business Unit teams over Metro Network.
• Part of team for the upgrade of nationwide domestic backbone fiber optic network.
• Successfully implemented the Energy Conservation System for efficient management of resources at sites.
• Lead international and domestic requirements in coordination with Telekom Malaysia and Orange Group for facilitating their customers.
• Analyzed the power requirements and ensuring with Emerson that the required backup is available.

Trainings, Certifications and Workshops

• Dubai-Sharjah Marketing Study Tour Visits (Interactive Sessions with IBA Alumni, Kraft Foods, IFFCO, Bloomberg)
• Various Sessions on Professional Development by a Qualified Corporate Trainer of Multinet Pakistan Pvt. Ltd.
• Multiple Technological trainings from NSN and Huawei.

Professional Skills

• Proficient at MS Office Tools (Power Point, Word, Visio, Excel, Project, SAP, IBM SPSS Tool, E-Viewer, MINITAB, MATLAB and TORA).

Awards and Recognition

• Awarded Certificate of Participation from Indus Motors (Toyota) for Runners Up of a Case Study on Auto Industry facing competition in the form of Imported Cars.
Waqar Shahzad Shaikh

021-36365903, 0333-3298028
waqar.shahzad@khi.iba.edu.pk
Date of Birth: June 07, 1985

Marketing

“Entering into a University and getting an engineering degree in Electronics was one of the greatest achievements of my life, it was like a dream come true. It opened new horizons and increased my learning curve as I discovered innovations that transform the world today and the way it will shape our future. Soon after I graduated, I got a chance to work with Mobile Technology Inc. which gave me a chance to work on different mobile technology platforms and interact with clients all over the world. Based on this experience I got a chance to work with Nestle Pakistan Ltd. where I realized my true potential and decided what to pursue as a career in my life. I worked in the sales department for South Pakistan which gave me an opportunity to travel extensively in different parts of Sindh.

However, something was missing in my career in order to get accelerated growth and explore new avenues which was fulfilled only after getting admission in IBA MBA program. Getting admission into this prestigious institute was the greatest of all achievements as it opened doors of opportunities for me. The institute is considered as one the most reputable in Pakistan with its alumni spread across many multinationals not only in the country but outside as well. The rigorous curriculum and interactive class environment built up the confidence and the case methodology added further value in it.

The time is not that far when I will be soon graduating and will be highly motivated to apply all the skills, expertise and knowledge I have learnt in this business school. The MBA program has prepared me to work in a challenging environment and I look forward to work in a giant multinational company which is growth oriented and gives me chance to work in a professional environment coupled with new learning and where I will deliver to the best of my abilities for the betterment of organization.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
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<th>Institution</th>
<th>Percentage</th>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>74%</td>
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<tr>
<td>BS.</td>
<td>2009</td>
<td>Sir Syed University of Engineering and Technology</td>
<td>2.87</td>
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<tr>
<td>Electronics Engineering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermediate</td>
<td>2005</td>
<td>National Govt. College, Karachi</td>
<td>B</td>
</tr>
<tr>
<td>O-Level</td>
<td>2003</td>
<td>Beacon Light Academy, Karachi</td>
<td>A</td>
</tr>
</tbody>
</table>
*CGPA up to the 2nd Semester

Elective Courses

Consumer Behavior, Brand Management, Sales Management, Personal Selling, Social Media Marketing, SAP, Supply Chain Management, Dynamics of Distribution & Logistics and Procurement.

Major Term Papers I Reports I Projects

- Segmentation, Targeting and Position of meat and poultry market with focus on K&N products w.r.t. Consumer Behavior.
- Compiled end to end Supply Chain process of Byco Petroleum Pakistan Ltd and presented a presentation on it.
- Visit to Port Qasim Terminals and Agility Warehouse, Karachi for an analysis on their infrastructure and supply chain processes.
- Prepared a marketing strategy for devising a revised marketing plan for Nestle Maggi Umda Product.
- Report on Corporate Strategy for Pak Suzuki Motor Company identifying the major issues being faced by the company.
- Financial Valuation of Shell Pakistan and Oil Industry in general by applying various costing and financial analytical techniques.
- Research studies on Micro and Macroeconomics , Determinants of Production of Wheat in Pakistan and on Determinants of Workers’ Remittances in Pakistan.
- Conducted a change initiative leadership based project which inculcated the sense of ownership in students of IBA.
- As a part of Branding and Creative Corporation, analyzed the Cross Media Marketing techniques of Cadbury, 7UP and Magnum.

Extra-Curricular Activities

- Elected as Manager IBA Leadership Club for the year 2013 - 2014
- Shortlisted for the final round out of 90+ teams for IBA/LUMS case study competition conducted by Indus Motors Pakistan.
- President IBA Leadership Conference 2014
- Arranged number of university workshops, seminars and competitions.
- Member of SSUET Literary Society
- Cricket and Badminton
Work Experience

Sep 2013-June 2014: Kolson (Lotte Pakistan, KSSE Pvt. Ltd.)
Project Consultancy, MBA

Job Responsibilities

- 20% Freight Costs Reduction at Secondary Distribution for all 4 Regions, Karachi / Hyderabad, Multan, Lahore and Islamabad.
- Creation of an efficient supply chain model at outbound distribution by application of different metrics.

Jul 2013-August 2013: Coca Cola Beverages Pakistan Ltd (CCBPL)
Internee

Job Responsibilities

- Project Coke Club execution and ROI analysis
- Project Right Execution Delay (RED) for retail performance monitoring
- Ramadan BTL activities across different zones in Karachi
- Coca Cola signage execution and contracts management

Jun 2011-May 2012: Nestle Pakistan Ltd.
Zonal Sales Automation Executive - Sindh & Baluchistan

Job Responsibilities

- Lead the zonal sales automation operations and the team to deliver agreed objectives and targets.
- Effectively coordinate with the sales team and analyze area/region wise sales across the zone.
- Consolidate and analyze the numeric availability of Nestle SKU’s across the zone for different channels and categories.
- Identify potential distributors where sales automation can be utilized for sales efficiency or optimization.
- Provide continuous support to the distributors and act as a liaison between the company and distributor.
- Plan, organize and implement Nestle Pakistan Distribution Management System across Sindh and Baluchistan.
- Collaborate with other giant distributors of Nestle across the zone to achieve pre-defined standards and targets.
- Liaison with the Implementation and Support (I&S) vendor and monitor their Key performance indicators.

Jan 2010- Aug 2010: Mobile Technology Inc.
Enterprise Resource Engineer

Job Responsibilities

- Provide consultancy and product support internally and to international clients based on solid understanding of the Mobile Technology product suite and implementation requirements.
- Convince and attract International clients for further business expansion and achieve sales objectives.
- Collaborate effectively with project managers, senior engineers and financial engineers.

Trainings, Certifications and Workshops

- Dubai-Sharjah Marketing Study Tour Visits (Interactive Sessions with IBA Alumni, Kraft Foods, IFFCO, Bloomberg)
- Various Sessions on Professional Development by a Qualified Corporate Trainer of Nestle Pakistan Ltd.
- Multiple Technological trainings related with mobile devices, telecoms, hardware and networking

Professional Skills

- Proficient at MS Office Tools (Power Point, Word, Visio, Excel, Project), IBM SPSS Tool, E-Viewer, MINITAB, MATLAB and TORA.

Awards and Recognition

- Awarded Certificate of Participation from Indus Motors (Toyota) for Runners Up of a Case Study on Auto Industry facing competition in the form of Imported Cars.
Zain Ahmad  
042-35188244, 0323-4034058  
zain.ahmad@khi.iba.edu.pk  
Date of Birth: February 01st, 1988

Marketing

Graduating with a Bachelors Degree from Middlesex University, London, United Kingdom was truly a blessing for me due to which my ability to get an insight of how things happen in the field of business world and practical implications broadened. During my study at Middlesex University, London, I gained knowledge related to business field and during my studies time period I found this field very much relevant to my interests especially towards the marketing side. I have utilized my potential to do various projects and other professional activities by actively involving myself in Project Management, Finance, Planning and Operation Management but still I felt that to achieve excellence in my field and career growth in future having Bachelors degree is not enough in current era.

To fulfill this desire for future career growth could only be by enhancing my education credentials by gaining more knowledge about corporate and business environment. In lieu of getting such knowledge which was relevant to my previous educational background, MBA Program was best suited. Getting admission in IBA was the greatest achievement of my life. IBA is the oldest and most reputable Business School in Pakistan. It has strong brand name and well-established Alumni Network who are placed worldwide in reputable organizations. Keeping in view my professional experience, I fully realized that learning in top business school of Pakistan such as Institute of Business Administration (IBA), Karachi will help me in my career growth in future. Moreover, MBA is one of the most sought-after and prestigious degrees. The program offered helped me in acquiring the versatility needed to reach my full potential as a business graduate.

Keeping in mind my professional skills in the fields of Project Management, Finance and Operations Management, now I want to gain professional experience in the world of marketing. The knowledge and the motivation MBA degree has provided me to utilize new theories and technologies, I want to see myself in a large multinational organization where I would be working in a competitive environment. It should be a place where I could relate my theoretical skills with my practical skills and bring change for that Organization. I am confident that on the line of achieving my goal I will articulate my talents and interests and will try my full effort to contribute to the organization and society’s prosperity and change.

Educational Qualifications:

- **MBA** 2014 - Institute of Business Administration, Karachi, 3.00* (77.29%)
- **BBA** 2009 - Middlesex University, London, United Kingdom, 3.20

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Completed a comprehensive research on P&G as MBA Final Project on understanding consumption behaviour in Laundry Category (Ariel).
- Final projects on Consultancy Services for Good Vibes Company, UK.
- Prepared Project & Presented Analysis of Wal-Mart Germany Failure.
- Preparation of Business Plan (Manufacturing Based).
- Presented Marketing Plan at IDEAS (Lipton Yellow Label Company)
- Conducted Consumer In-depth Analysis for the course of Consumer Behavior.
- Understanding Consumer Behavior based on ZMET Model and implementation of strategies based in Insights.
- Developed and presented a Brand Equity Model of Ufone
- Comprehensive Report on marketing strategies of Water Telecom.
- Prepared & Presented detailed Analysis through E-VIEWS about “Factors Affecting Change in Prices of High Speed Diesel in Pakistan”
- Presented Business idea for Service Industry (HR Consultancy)
- Analyzed Legal Issues faced by Engro Fertilizers due to Gas Supply Agreement

Extra-Curricular Activities

- Manager IBA Boys Hostel Society for year 2013-2014
- Actively participate in Organizing various Events of IBA Marketing & Finance Club
- Management Team of IBA Marketing Club, Finance and HR Club
- Managed Events at Hostel and at IBA Campus
**Work Experience**

Nov 2011-Mar 2013: Lahore Transport Company, Gov. of Punjab
Assistant Manager (Operations Department)

**Job Responsibilities**

- Looking after Management of Operations of Urban Transport and recommend policies for Improvement.
- To Oversee the Management of Various Initiatives for Public Facilitation and Suggesting improvement for maximizing efficiency & effectiveness.
- Conducted Third Party Surveys in Collaboration with various Firms including ACNielsen, JICA, and EA Consulting etc.
- Development of certain parameters for evaluation of Subsidy for Urban Transport Facilitation.
- Correspondence with Turkish Group “Al-Bayrak” and other local Groups for issues related to Operations.
- Developed “Fare Review Management System” for Regulating Fare of Public Transport System in Lahore City.
- Worked on “Operational Subsidy Calculation” for Facilitation of Private Investors in Public Transport System.
- Planned and Presented the “Operational Feasibility” of New Urban Routes in Lahore City.
- Assisting the Senior Management in the development, scrutiny and initiative for any new project and other issues.

Jan 2011-Nov 2011: Sapphire Group of Textile Industries
Management Trainee (Imports Department)

**Job Responsibilities**

- Manage the import processes in a cost-effective way – including all related tasks.
- Ensure the unit’s compliance with the policies and procedures
- Maintain a high degree of professional and ethical relationships with internal clients and IAC suppliers as well as external entities
- Accurate and Timely reporting of relevant management information to Imports Department
- Manage, control, check or assist with issuing of all imports document.
- Effective negotiation of duties and terms for imports.
- Efficiently working on tariffs, Inco-terms, duties, restrictions and permits
- Knowledge of freights, custom duties, tariffs NOCs and permits.
- Working on Imports of Sapphire Electric Company, Sapphire Finishing Mills Ltd. Amer Cotton Mills Ltd. Sapphire Fibers etc.
- Involve in Imports of Cotton, Chemicals, Spare Parts, and Engines etc.

Nov 2009-Dec 2010: The Urban Unit, Gov. of Punjab
Research Assistant (Finance Department)

**Job Responsibilities**

- Performed different types of financial analysis on budgetary data from different District Governments.
- Prepared various District Financial Information reports for Government Authorities.
- Pilot Project for 11 Intermediate Cities of Pakistan in collaboration with Asian Development Bank (ADB).
- Prepared “TMA’s Data Base” under “USAID Funded Municipal Services Delivery Improvement Support Program”
- Planning, Organizing, Designing and Documenting various Meetings, Workshops, Trainings and Seminars on Urban Reform Programs.

Oct 2009-Nov 2009: The Urban Unit, Gov. of Punjab.
Internee (Finance, Planning & HR Department)

**Job Responsibilities**

- Interned in the Finance & Planning Department for 1 Month
- Involved in conducting Recruitments for Various Departments in liaison with HR Department
- Learned work related to Budget Analysis & Urban Immovable Property Tax System Calculation.

**Certifications and Workshops**

- Urban Immovable Property Tax (UIPT), IRRV (UK) & World Bank
- Workshop on Environmental Laws, Compliance & Enforcement (UNEP)
- Managing Brand Launch – 2 Day Workshop at Pakistan Society of Training & Development
- ISO Workshop Training (Dec 2009 & Nov 2010)
- IELTS: 6.5 Band

**Professional Skills**

- Proficient in MS Office
- Research & Economics Analysis Tool: E-Views & SPSS
- Oracle Application User

**Other Activities and Voluntary Work**

- Graduate Teaching Assistant at IBA, Karachi
- Volunteer Work for Organization helping in Development of Human rights for Women, Lahore.
Zohaib Wajid Jawad

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zohaib.wajid@khi.iba.edu.pk
zohaibuw@gmail.com
Date of Birth: April 21st, 1986

Marketing and Finance

I have been very fortunate to have a diverse background in my education and my career. I completed my undergraduate studies in Economics from Indiana University and loved every minute of it. Moving back to Pakistan was always my desire as I wanted to bring all that I had learned abroad over the years back to my country and add as much value back home as I possibly could. I have had the chance to work in a brokerage house, an investment bank, an IT firm, FMCG and a commercial bank, enriching me with the knowledge of how these different industries work.

My goal was always to pursue my MBA and complete my education after a few years of work experience. I worked at Standard Chartered for close to three years and then got the opportunity to join IBA to complete my education. Since I had been to university abroad, IBA was going to be a completely different experience and challenge for me, this was something that made me nervous and excited at the same time. Having worked in Pakistan for three years, I have seen first hand advantage which local graduates have, especially IBA students, in terms of market knowledge, social network and the hands on experience which IBA inputs in their students. The alumni network of IBA is also very strong and is spread throughout the world. This is something that all IBA graduates will benefit from in the future and most people do not realize the importance of this factor.

Having studied and worked both abroad and in Pakistan, I have met so many different types of people from all over the world, worked with people from the top to the bottom in an organization and at every point I have learned something new. My goal in life is to keep learning and expanding my horizons whether it is in marketing, finance, economics or sales, one can never stop learning and its this attitude that has taken our alumni to the heights they have reached today and the very attitude that will determine our success tomorrow.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Program</th>
<th>Degree</th>
<th>Institution</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>2.99</td>
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<tr>
<td>BA Economics</td>
<td>2009</td>
<td>Indiana University, Bloomington In U.S.A.</td>
<td>2.83</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Created a Corporate Strategy for KESC Pakistan as a term project
- Evaluated the prudential regulations of the State Bank of Pakistan
- The impact of these regulations on the firm value
- Researched and analyzed the sales strategy and model for e2e Supply Chain Management
- Analyzed the economic impacts of trade with India, especially in regard to awarding them the Most Favored Nation status
- Report on assessing the benefits and future of Islamic Credit Cards
- Researched and presented on the problems faced by Maersk and its customers during the recent financial crisis
- Developed a communications strategy for KidzDunya Pakistan
- Evaluated the brand management techniques employed by Red Bull
- Learned how to use and apply SPSS for analyzing data
- Worked and presented on the particular senses manipulated by advertising agencies in marketing their products

Extra-Curricular Activities

- Playing Cricket
- Reading
- Watching movies and sports
- Going out with friends
Work Experience

Jul 2013-Aug 2013: ICI Pakistan

Job Responsibilities

- Worked with the Finance department in creating reports analyzing the profitability of a new range of products
- Conducted research to assess potential export markets as well as local market potential
- Presented my report to the Finance Manager which was further presented to the Directors for approval into venturing into these new markets

Oct 2009-Jul 2012: Standard Chartered Bank,

Business Development Manager – Employee Banking

Job Responsibilities

- Awarded Best Business Development Manager for Q1 2011
- Successfully managed to build the largest and one of the most profitable portfolio of Corporate salary accounts in Employee Banking by cultivating and maintaining strong relationships
- Responsible for generating own sales leads as well as leveraging the Bank’s relationships in signing Corporate customers and their employees
- Led a team of three people to ensure timely implementation and delivery of services and products
- Provided complete banking solutions to Corporate customers by cross selling cash management and retail asset products (Personal Loans, Credit Cards and Revolving Credit)

Jun 2008-Aug 2008: Qualcomm Incorporated, San Diego, CA, USA

Interim Intern

Job Responsibilities

- Forecasted sales of wireless applications for different regional head offices
- Established a database in order to update monthly sales and evaluate future sales forecast
- Developed business models and presentations for 3G applications and services
- Analyzed and compiled Regional Monthly Sales Reports in wireless applications and services

Jun 2007-Aug 2007: KASB Investment Bank,

Job Responsibilities

- Analyzed and contributed in making pitch books for the banking, hospitality, textile and telecom sectors
- Conducted stock analysis of cement companies in the Global Depository Receipt (GDR) process
- Evaluated current and future projects in the textile, retail, exploration and development sectors
- Researched the education sector in order to raise private equity for schools and profiled interested bidders in raising private equity for the media sector

Term Project

- Creating a Communication Strategy on the hair-care category for Procter & Gamble Pakistan
- Researched different primary research methods to gather data for the hair-care category
- Conducted interviews of industry experts to gain a better idea of female hair-care styles and preferences
- Evaluating different touch-points to determine more effective communication avenues for P & G
- Analyzing the shopping patterns for females between 18 to 30 years of age in SEC A & B social segments

Extra-Curricular Activities

- Member of the Entertainment Sub-Committee at the Sind Club
- In charge of planning and hosting club events and insuring profitability
- Captain of the Sind Club cricket team
- Volunteer at the Karachi Literature Festival in 2013

Awards & Recognitions

- Awarded Best Business Development Manager for Q1 2011 at Standard Chartered Bank

Professional Skills

- Proficient at MS Office
- Proficient at SPSS statistical analysis software

Awards & Recognitions

- Awarded Best Business Development Manager for Q1 2011 at Standard Chartered Bank
Afzal Ahmed 106
Hassan Jamal 108
Muhammad Saad Bin Aslam 110
Muhammad Saqib Saleem 112
Muhammad Shahbaz Khan 114
Muhammed Asgher 116
Rajeev Gulrajani 118
Syed Ammar Arshad Rauf 120
Afzal Ahmed

021-34553482, 0345-3087108
afzal.ahmed@khi.iba.edu.pk
Date of Birth: September 14, 1983

Supply Chain Management and Marketing

"I completed my Bachelor’s degree in the fastest growing multi-faceted Electronics Industry in Dec 2006 and landed a job with a one-of-a-kind aerospace and robotics facility. Integrated Dynamics-aerospace and robotic systems not only provided me excellent learning opportunities but also shaped me as a successful analyzer and problem-solver. After being promoted to Assistant Manager I quickly climbed the ladder and became the team leader with managerial responsibilities.

Being the team leader opened up more opportunities for learning and growth and the interaction with different departments increased my fascination to learn about different disciplines and their functions. Obtaining an MBA was the obvious answer.

IBA, with its strong legacy and rich history of quality education was the natural choice. Getting into IBA was the first step into a whole new world for me. The design of the curriculum which combines theory with practical knowledge enabled me to learn and grasp things quickly. The diversity of the classroom with people from different backgrounds blends perfectly with the learning process and provides me new career dimensions.

In today’s rapidly-changing world, one of the most important factors that contribute to any organization’s success is supply chain management. The importance of this discipline intrigued me to learn more about this. I believe that it’s a growing function in Pakistan and it will provide me with excellent learning opportunities and the rigor I always looked for.
"

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
</tr>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.28* (81.15%)</td>
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<tr>
<td>B.E Electronics</td>
<td>2006</td>
<td>NED University of Engineering and Technology, Karachi</td>
<td>68.31%</td>
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<tr>
<td>Intermediate</td>
<td>2002</td>
<td>Adamjee Govt Science College, Karachi</td>
<td>A+1  (82.45%)</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2000</td>
<td>Little Folk’s Secondary School, Karachi</td>
<td>A+1  (84.82%)</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses

Supply Chain Management, Dynamics of Distribution and Logistics, Project Management, Sales Management, Strategic sourcing and procurement, Simulated Approach to SCM, Brands Management, Strategic HRM, B2B Marketing and Accounting and Information Systems with SAP

Major Term Papers I Reports I Projects

- Term report on the supply chain of Engro Foods.
- Presentation on global supply chain of aircraft manufacturing Industry.
- Business proposal report for RFID based car security lock system.
- Report on Port Qasim Authority.
- Presentation and term report on market plan of Bake parlor bread.
- Case study on Pakistan Telecommunication Limited (PTCL).
- Term report on the effectiveness of technological changes on the habits of newspaper reading.

Extra-Curricular Activities

- Reading.
- Programming and developing electronic and embedded devices.
- Initiating Bliss welfare Organization with few of my friends for the quality education, health and nutritional facilities in Pakistan.
Work Experience

Sep 2013-Present: Wilhelmsen Ships Services Business Consultant

Job Responsibilities

• Developing a complete market plan for the launch of ISO tanks
• Research based project to learn about the market size, dynamics and the potential customers.
• Competitor analysis and insights by conducting in-depth interviews.
• Come up with the launch strategy of the ISO tank business.

Jul 2013-Aug 2013: Brandlogics Pvt. Ltd. Internee

Job Responsibilities

• Completed a six week internship at the strategy and planning department.
• Learned about the basics of Below the Line (BTL) marketing and activation.
• Developed strategies for the activations of Revlon, Mountain Dew launch in Afghanistan and LU wheatables re-launch.

Mar 2007-Jul 2012: Integrated Dynamics Manager Electronics

Job Responsibilities

• Team leader for the Electronics/Mechatronics Department.
• Conducted training of the engineers and technical staff.
• Developed Microchip microcontroller based devices including GPS based systems, Gyro stabilized systems, RF telemetry systems and RFID based products.
• Developed tracking system for the Unmanned Aircraft.
• Part of the Pak Army Air Defence exercises.
• Developed Navigation control system for the Unmanned Aircraft.
• Led the projects for the systems delivered to American University for the research purposes.
• Designed, developed and implemented electronic devices for the aerospace systems.
• Specialized in new product development.

Trainings, Certifications and Workshops

• Personal Effectiveness workshop at IBA.
• Microcontroller based systems development certification.

Professional Skills

• Supply Chain Management.
• Project Management.
• Programming skills in C, Basic, LabVIEW.
• Strong R&D background.
• Familiar with GPS, GSM, Inertial control systems.
• Proficient in new product design and development.
• Team player with background on leading teams.
• MS Project and SPSS.

Awards and Recognition

• Recipient of Sumitomo Corporation Scholarship.
Hassan Jamal
021-36628975, 0345-3253191
hassan-jamal@khi.iba.edu.pk
hassan_jamal@live.com
Date of Birth: September 15, 1987

Supply Chain Management and Marketing

I believe that having the label of SELF-MADE is a blessing in disguise from God as it teaches you valuable lessons at a very early age of life. God Almighty must have something in His mind when He made me the sole bread earner for my family when I was only 15 years old. I started giving private tuitions just after my matriculation due to the untimely death of my father. Despite that, I acquired education from good academia including Commecs and N.E.D., getting merit scholarships along the way. Most of my academia decisions were under the guidance of my uncle as he wanted me to stand on my own two feet ASAP although I, at that time, wanted to pursue some other field. However, after getting 2 years of work experience I stood against all odds to get admission into IBA because I realized that although I have to sacrifice my 2 years of salary as an opportunity cost, I willingly left my job just because I knew that I will be able to get a high return on this investment after graduating from IBA.

Getting admission in IBA was the greatest achievement of my life. IBA, the oldest and most reputable institute of Pakistan, has a very strong brand name and its Alumni are spread across businesses and geographically as well. The learning at IBA is beyond what is taught in classrooms as you learn from the rich diversity of students coming from different backgrounds sharing their knowledge and experience. Add to that, the pearls of wisdom imparted by the most respected faculty of IBA in both academics and industry. The rigorous and interactive learning sessions using case study method was something that I was never exposed to. It has helped me in developing confidence and prepared me to take the challenges ahead with full conviction.

The combination of Engineering and Management as well as my own interest in the field, make me ideally suited for the supply chain function. I wish to join the supply chain function of a growth oriented organization that nurtures individuals by providing opportunities of career growth and travel.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.36* (81.38%)</td>
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<tr>
<td>B.E. (Electronics)</td>
<td>2009</td>
<td>N.E.D. University of Engineering and Technology, Karachi</td>
<td>3.4</td>
</tr>
<tr>
<td>Intermediate</td>
<td>2005</td>
<td>Commecs Institute of Business and Emerging Sciences, Karachi</td>
<td>A-1 (83%)</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2003</td>
<td>Happy Home High School, Karachi</td>
<td>A-1 (88%)</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Working on MBA project to achieve 20% Freight cost reduction for Kolson (Latte Pakistan)
- Conducted end to end Supply Chain Analysis of Byco Petroleum.
- Visited Port Qasim Terminals and Agility Warehouse, Karachi for an analysis on their infrastructure and supply chain processes.
- Prepared Live Case study of Pak Suzuki Motor Company’s Corporate Strategy.
- Undertook a Change initiative by organized six-a-side hockey tournament in IBA named “Sticks of Change” as part of Organizational Behavior course.
- Conducted Marketing Audit of ZonG (CMPak) as part of the marketing management course.
- Conducted a consumer research on K&N’s products wrt STP of meat and poultry market.
- Financial Valuation of Shell Pakistan and Oil Industry in general by applying various costing and financial analytical techniques.

Extra-Curricular Activities

- Participated in “Battle of the Brains” organized by Toyota Indus motors between IBA and LUMS and presented strategy to combat the influx of imported used cars.
- Represented College and University football team. Played football for a local club and now giving coaching to kids at weekends. Organized weekend football league concept in residential neighborhood.
- Organized a seminar on career counseling in N.E.D. University as a member of the E-Society.
- Participated in SPEC 08 (NED), ProCom 08 (Fast) SEE 09 (PAF KIET) engineering exhibitions.
**Work Experience**

**Sep 2013-Jun 2014:** Lotte Pakistan, KSSE  
Project Consultancy, MBA

**Project Responsibilities**

- To achieve 20% reduction in Freight cost for secondary outbound transportation in all 4 regions (Khi, Multan, Uhr and Isi).
- Identification of inefficiencies in the existing supply chain and developing different KPI’s and metrics for improvement.

**Jul 2013-Aug 2013:** Lotte Pakistan, KSSE  
Internee

**Job Responsibilities**

- Interned in Supply Chain Department for 6 weeks where assignments were to analyze the Value Chain activities.
- To get a complete understanding of the end-to-end supply chain by analyzing production plants, warehouses and logistical facilities which served as an initiator for the complete project.

**Oct 2010-Aug 2012:** People Logic (Pvt) Ltd.  
NOC Engineer  
CM Pak Project (ZenG)

**Job Responsibilities**

- Centralized monitoring and troubleshooting of network alarms, errors and events allowing for the rapid isolation, diagnosis, and recovery of problems impacting network services and thus keeping an eye on performance and operational conditions of the network elements.
- Alarm escalation and generating notifications to upper management and customer management on the basis of severity and priority and following-up periodically as indicated by the timelines of the alarm escalation matrix.
- Developed ability to prioritize critical events and their resolution in conjunction with daily activities.
- Developed ability to excel working under stress and managing dual reporting dilemma.
- Responsible for all the events during my shift as shift leader, this helped in developing planning, organization and leadership skills.

**May 2010-Oct 2010:** Worldcall Telecom Limited  
NOC Engineer LDI Transmission

**Job Responsibilities**

- Monitoring and maintenance of Optical switch and network.
- Maintenance and Creation of all the VOIP and MSAN accounts.
- Responsible for Optics Manager T2000 SMNS server for monitoring alarms for all network element and coordinate with Field Maintenance Engineer.

**Trainings, Certifications and Workshops**

- Have done Cisco Certified Network Associate (CCNA) course from Etronics Solution Providers.
- Received training of GSM iManager M2000 (HUAWEI) on behalf of People Logic.

**Professional Skills**

- Adept at MS Office, IBM SPSS, E-views, Minitab, Matlab and Tora.
- Excellent communication skills as reflected by an overall band score of 8.0 on the IELTS test.
- Enjoy working with details and completing assignments accurately and on time.
- Ability to schedule the events by setting priorities.
- Ability to work well under stress. Open minded and results oriented.
- Ability to do well as a leader and as a team player.
- Adaptable and hard worker.

**Awards and Recognition**

- Awarded Certificate of Participation from Indus Motors (Toyota) for Runners Up of a Case Study on Auto Industry facing competition in the form of Imported Cars.
- Awarded Best Performer of the Month by People Logic only in the 2nd month of probation period and subsequently given extra charge of shift responsibilities.
- Received Scholarship in both 1st and 2nd year from College on merit basis.
- Recipient of Scholarships from Sumitomo Corporation as well as IBA on need-cum-merit basis.
Muhammad Saad Bin Aslam

021-34664337, 0333-3078643
saadbinaslam@khi.iba.edu.pk
saadbinaslam@hotmail.com
Date of Birth: November 08, 1987

Supply Chain Management and Marketing

"Chances are when you wake up in the morning, you start drafting a mental to-do list of what you want to accomplish during the day. So did I in 2012, when I decided what to do with my future: either work as usual for a renowned textile mill for the rest of my life or do something different which gives me joy and happiness.

Graduating in the field of Textiles gave me the leverage to work in textile industry by gaining the insights of this industry. But to achieve a pinnacle, I decided to join IBA Karachi for an MBA program which will act as a portal and would fill the gap in my career growth by teaching me about the corporate and business environment. IBA Karachi is the oldest and most-reputable business institute of Pakistan and has the best names amongst top-notch executives spreading the Alumni name. IBA provides multiple opportunities beyond the classrooms and the seminar rooms, and students have countless avenues to explore new interests and connect with others. Working for an organization where I would be provided with a challenging environment so that I could utilize my true potential by applying the theories and concepts learned during my MBA tenure.

One of the life passions is to travel a lot, and a dream job for me would be to be hired by a company to a designation which involves lots of travelling. I am very much a fanatic to witness different terrains and it would be a dream come true if I could be employed somewhere that gives me the opportunity to travel to different places. One of the secrets of success that I have belief in is "stay calm and give people the benefit of the doubt." Getting frustrated and mad at others has never made me better at my job or anything in my life for that matter, nor has it made me think any more clearly about a difficult situation, regardless of the circumstances."

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institute</th>
<th>CGPA</th>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.31</td>
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<tr>
<td>BSc. (Hons)</td>
<td>2008</td>
<td>Textile Institute of Pakistan, Karachi</td>
<td>3.4</td>
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<tr>
<td>Intermediate</td>
<td>2005</td>
<td>Dehli Govt College, Karachi</td>
<td>A (77%)</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2003</td>
<td>The Laurels Academy, Karachi</td>
<td>A-1 (82%)</td>
</tr>
</tbody>
</table>

*MCPA up to the 2nd Semester

Elective Courses


MBA Project

Completed a project for Agility logistics Pakistan regarding their maximum utilization of Cold Storage and identified the potential clients for their warehouse. The research comprised of primary and secondary research, client interviews and further strategic recommendations

Major Term Papers | Reports | Projects

- End to End Supply Chain Analysis of Engro Foods (Dairy Division)
- Case study of PTCL’s Corporate Strategy
- Research report on Food Price Inflation in Pakistan
- Investment Analysis of National Foods
- Organized "STICKS OF CHANGE", a hockey tournament at IBA, as part of Change Management Project
- Analysis of the Marketing Strategy of Telenor as part of Marketing Management Project
- Thesis on One Bath Pre-Treatment & Dyeing of Yat Dyes
- Fabric Costing & Fabric Consumption of Garments

Extra-Curricular Activities

- Founder: Supply Chain Club of IBA
- Organizer: Sticks of Change: An event of Hockey revival
- Participant: I Own IBA & Metamorphosis
Work Experience

Jul 2013-Aug 2013: e2e Supply Chain Management  Internee

Job Responsibilities
- Execution and monitoring of Cross docking operations
- Data compilation and analysis
- Customer service support


Job Responsibilities
- Maintain the record of R&D recipes
- Guide the subordinates regarding Wash & Dry process
- Train the subordinates regarding latest trends which were being used in Denim industry
- Develop prototypes for different brands
- Create a new line of recent trends for different exhibitions
- Resolve issue regarding Supply Chain
- Develop new techniques in order to cut down the cost in production cycle
- Interaction with suppliers and buyers


Job Responsibilities
- Maintain the record of R&D recipes
- Guide the subordinates regarding Wash & Dry process
- Develop prototypes for different brands
- Create a new line of recent trends for different exhibitions

Internships during Bachelor’s Degree
- Lucky Textile Mills Ltd., Stitching & Weaving Department, Karachi, Pakistan
- Yunus Textile Mills Ltd., Wet-Processing Department, Karachi, Pakistan
- Liberty Mills Ltd., Wet-Processing Department, Karachi, Pakistan
- Clariant (Pakistan) Ltd., Clariant Scientific Centre, Karachi, Pakistan
- Gul Ahmed Textile Mills, Weaving Department, Karachi, Pakistan

Trainings, Certifications and Workshops
- Microsoft Certified Solution Associate
- Attended a workshop on Executive Training Program

Professional Skills
- Proficient at MS Office
- Hands-on Microsoft Project & E-Views
- Power user of Supply Chain & Project Management Simulator

Skills and Interest
- Good Interpersonal and Communication Skills
- Effective team leader and dedicated team player
- Playing Cricket and hanging out with friends
- Fish Keeping, Snorkeling and Travelling

Awards and Recognition
- Graduated in Honors list achieving Cum Laude (Gold Medalist)
- Scholarship awarded by National Textile Foundation
- Dean’s List in Spring Semester - 2009
- President’s List in Spring Semester - 2008
- President’s List in Fall Semester - 2007
- Dean’s List in Spring Semester - 2007
- Dean’s List in Fall Semester - 2006
- Completed Hifz-e-Quran in 1997
Muhammad Saqib Saleem

0331-5090648
saqib.saleem@khi.iba.edu.pk
Date of Birth: April 29, 1986

Supply Chain Management and Marketing

I have always cherished a dream to become an Engineer, a dream that was innate and developed slowly over the years. My dream came true when I did Bachelors in Engineering from UET, Taxila. Mechanical department staff in my university gave a strong support to my feeling saying that “We being the Mechanical Engineering students can make the world and we can move the world”.

The second step was to test my technical skills and gain practical exposure. Attack Oil Refinery gave that opportunity. I worked there for three years, gaining invaluable experience. My technical skills were tested and fine-tuned. During my tenure at Attack Oil refinery I strongly felt that I needed to brush up my managerial skills as well if I want to have a high career trajectory. I needed to add this new dimension in my skill set. As I was also involved in running a family business with my father, this entrepreneurial venture broadened my horizons. I got myself into the world of procurement, production, marketing and sales.

IBA, with its Tag line of “Leadership and Ideas for Tomorrow” gave a perfect platform to overcome my deficiencies and be among the best. With the best faculty available in the country, state-of-the-art facilities, competitive environment, strong brand name and Alumni, I decided to do MBA from IBA.

During my stay at IBA, I have not only honed my professional skills, but also have been able to grow tremendously as an individual, under the guidance of a highly-acceptable business sciences faculty. From in-depth analysis of case studies to term reports and project, Guest Speaker Sessions, Study trips within and outside Pakistan, IBA gave me complete picture of our business environment. Working in student clubs and societies, in various seminars and events brushed up my interpersonal skills.

I am looking forward to work for a prestigious organization where my skills can be put to fruitful use, and where I can apply my technical, managerial and interpersonal abilities for achieving mine as well as my employers’ goals and objectives.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
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<td>BE (Mechanical)</td>
<td>2008</td>
<td>University of Engineering &amp; Technology, Taxila (UET, Taxila)</td>
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<td>2004</td>
<td>Army Public School and College, Rawalpindi Cantt, (APSAC)</td>
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<td>Matriculation</td>
<td>2002</td>
<td>Army Public School and College, Rawalpindi Cantt, (APSAC)</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Compiled end to end Supply Chain process of Byco Petroleum Pakistan Ltd and presented a presentation on it.
- Visit to Port Qasim Terminals and Agility Warehouse, Karachi for an analysis on their infrastructure and supply chain processes.
- Prepared a marketing strategy for devising a revised marketing plan for Nestle Maggi Umda Product.
- Report on Corporate Strategy for Pak Suzuki Motor Company identifying the major issues being faced by the company.
- Financial Valuation of Shell Pakistan and Oil Industry in general by applying various costing and financial analytical techniques.
- Research studies on Micro and Macroeconomics, Determinants of Production of Wheat in Pakistan and on Determinants of Workers’ Remittances in Pakistan.
- Conducted a change initiative leadership based project which inculcated the sense of ownership in students of IBA.

Extra-Curricular Activities

- Guest Relations Team Manager at IBA Economic Forum, March 2013
- Active member of HR Club and Marketing Club at IBA.
- Study trips to Port Qasim, Agility Logistics, APL Pakistan, Shan Foods, Port Grand and Lowe & Rauf advertising.
**Work Experience**

Jan 2009-Jan 2011:  Attok Oil Refinery Limited (ARL)
Plant Maintenance Engineer

**Job Responsibilities**

- Responsible for planning, organizing and execution of day-to-day mechanical maintenance jobs, supervision and subsequent performance of all maintenance crew at plant.
- To Perform Different Tasks assigned in Shutdowns and Annual Turnarounds.
- Effective utilization of CMMS (MAXIMO) for tracking and monitoring of mechanical equipments.
- Planning and scheduling, supervision and participation of weekly, monthly unplanned shutdown jobs.
- Supervised installation and refurbishment of welded tanks for oil storage.
- Responsible for making reports, purchase orders, material requisition, and evaluation of comparative statements, quotations & bids.
- Routine maintenance of rotary and stationary equipments.
- Actively participated in planning, scheduling, organizing and execution of Maintenance activities during annual turnarounds of Distillation Units.
- Supervised Annual Maintenance of Fire tube and tube boilers

**Entrepreneurial Venture**

Sep 2009-Apr 2011:  Gohar Chip Board (Pvt.) Assistant Director

**Job Responsibilities**

- Procurement of raw material (Wood), Mechanical and electrical Equipments.
- Production planning and scheduling.
- Supervision of maintenance staff at plant.
- Inventory Management.
- Marketing and Sales of Chip board.

**Internships:**

- National Refinery, Karachi, Pakistan
- D.G Cements (Pvt) Ltd, Dera Ghazi Khan, Pakistan
- Attok Oil Refinery Rawalpindi, Pakistan
- National Development Complex, Islamabad, Pakistan
- KSB, Pumps Haripur
- HMC, Taxila
- Tesla Industries, Pvt. Ltd.

**Trainings, Certifications and Workshops**

- Participated in Indus Motors (Toyota) Case Study on Auto Industry facing competition in the form of Imported Cars.
- Dubai-Sharjah, Turkey Marketing Study Tour Visits (Interactive Sessions with IBA Alumni, Kraft Foods, IFFCO and Bloomberg).

**Professional Skills**

- Proficient at MS Office Tools (PowerPoint, Word, Visio, Excel, Project).
- Auto Cad
- Pro-Engineering
- Ansys

**Software and Tools**

- Auto Cad
- Pro-Engineering
- Ansys
Muhammad Shahbaz Khan

0323-4084071
mshahbazkhan86@gmail.com
Date of Birth: December 27, 1986

Supply Chain and General Management

“The top business schools of Pakistan, IBA and LUMS, have provided me an enriching experience that has honed my management and communication skills through numerous projects and presentations. Moreover, the schools have imparted in me marketing and business management expertise through case based teaching approach. I have also cleared CFA Level 1, which I believe has provided me the requisite skills to interpret and analyze financial data to make important decisions.

It is imperative to mention the role that my parents have played in my upbringing as I believe home to be the chief nurturing centre. At the age of 16 I had to take over most of the household responsibilities as my father was transferred to another city. To meet the demands of the Pakistani male-dominated society I was at the helm of things from budgeting monthly expenses to handling financial aspects of real-estate management for the family business. Thus, I was suddenly thrust into the position of the pseudo head of household. These experiences helped me mature beyond my years.

I personally believe that sports can result in transforming an individual through leadership, discipline, patience and persistence. I was actively involved in many sports throughout my education. I was able to accumulate over thirty accolades in sports comprising of both outdoor and indoor games. As a result of my academic and extracurricular efforts, I was not only appointed the Head Captain of the House System but also honored by the position of school flag bearer.

In professional life working for corporations, I communicated with people from across the globe in presenting the company’s products. While appointed as coordinator for a project, I interacted with people from different segments of the industry. Furthermore, I developed contacts with some of the leading international suppliers of polyester and viscose fiber. To keep pace with the world, I developed applications that made tasks easier to perform and yield results crucial for decision making.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>MBA</td>
<td>Institute of Business Administration Karachi</td>
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<td>BSc (Hons)</td>
<td>Lahore University of Management Sciences (LUMS), Lahore</td>
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<tr>
<td>A-Levels</td>
<td>Saint Patricks High School, Karachi</td>
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<tr>
<td>O-Levels</td>
<td>Saint Michaels Convent School, Karachi</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Total Parco Pakistan Ltd: Marketing Audit Report
- Asphalt Sales: Regression and Demand Forecast
- Nestlé’s Management Structure and SBUs
- ICI Pakistan: Polyester Purchase Cycle
- Engro Foods: Analysis of Dairy Supply Chain
- CrossRoads Marketing Strategy
- Mobilink Jazz: brand analysis
- Musharaka: Challenges in implementation
- Tax Avoidance: a prerogative or crime
- Live Case Report on Multinet Pakistan (pvt) Ltd
- Business Plan: RFID Solutions for Apparel Retailers

MBA Project: International Textiles Limited  July 2013 - Jan 2014

- Lead time reduction for MJS division
- Problem identification by conducting detailed research of the entire value chain
- Development of demand forecast for better scheduling and planning
- Implementation of S&OP team
Work Experience

Jun 2013-Jul 2013: Engro Eximp Supply Chain Internee
- Developed and optimized local sales and warehouse SOPs to ensure effective and smooth execution of processes
- Performed market analysis at Jodia Bazar prior to the Engro wholesale brand launch
- Developed marketing plan for launching B2B rice brand in Jodia Bazar
- Co-led operations in the Engro Bharosa launch event

Jun 2010-Aug 2012: East Asian Textiles Assistant Manager

Assistant Manager – Imports of Polyester/Viscose Fibers and Rubber Chemicals
- Channelized contacts and also procured shipments worth about US$ 500,000 from industry giants like Grasim Industries (Birla Group, India), Nan Ya (Formosa Plastics Corporation, Thailand), Indorama (Thailand), and Hualon (Vietnam) for polyester/viscose staple fibers
- Worked with Kumho Petrochemicals Korea to successfully supply anti-oxidants and rubber chemicals to General Tires Pakistan

Inventory Management
- Re-designed inventory management system using Microsoft Excel that integrates stock in warehouses, quantity ordered, goods in transit, and sales record. The new system avoided discrepancies that previously resulted in non-reconciliation of inventory data between head office and the warehouses.
- Forecasted import and transfer requirements based on the combination of current sales trend and historical data. This resulted in maintaining warehouse inventory levels including import quantities at optimal level and thereby improved cash flow for business operations.

Assistant Manager – Exports of Bed Sheet Fabrics and Sets
- Found clients that produced export worth about US$ 225,000 of bed sheet fabrics and made-up sets for Albania, Hungary, Italy, and USA
- Supervised bed set export orders worth over US$ 750,000 for South Africa, Albania, Italy, Mauritius, and Venezuela
- Developed and used extensively a costing template on excel for generating price quotations of bed sheets sets, duvet covers, flat sheets, fitted sheets, valence sheets, and pillow covers


Annual Audit of Berger Paints
- Audited financial statements of Berger Paints Pakistan Ltd with a 7 member team
- Performed compliance and substantive procedures on purchases, cash receipts, cash and bank, accounts payable, stock count, and valuation of inventories

Audit of CDC Compliance Requirements
- Audited the procedures of Berger Paints to convert paper stock certificates into electronic form
- Led the organization and development of the year end compliance report after detailed process discussions with Berger Paints GM (Finance) and FRSH manager
- Presented to FRSH partner on whether Berger Paints complied with CDC regulations

Trainings, Certifications and Workshops
- CFA Level 1 Pass: CFA Institute 2008

Professional Skills
- Microsoft Office
- Microsoft Project
- Microsoft Visio
- SPSS - statistical software
- Portrait 2 (DUAsoft; Italy)

Interests / Info
- Recipient of merit scholarship at IBA
- School Scrabble Team Captain - winners in all Pakistan tournament
- Exclusive Sports Recommendation Certificate
- Head Captain of House System: part of student council
- Represented my class and house team to victories in cricket, scrabble, soccer and table tennis
MBA Graduate Directory 2014

Muhammed Asgher

0213-2236502, 0333-2353504
masgher@khi.iba.edu.pk
zmax87@gmail.com
Date of Birth: June 09, 1987

Supply Chain Management and Marketing

Graduating from NED was indeed a blessing that I leveraged to get an insight of how things worked in the field. But I had always known that I would make a great manager owing to my excellent analytic, interpersonal and decision making skills that were apparent to me during my time as a professional.

My experience at IBA has fostered my love and dedication for the quest of knowledge and has provided me the necessary tools to pursue my goals of competence and excellence. This journey through IBA has been a truly wonderful one. It helped me a lot in learning how to work in a team, compete positively and more importantly, manage time and stress. The dynamic environment at IBA with individuals coming in from different backgrounds enabled us all to learn from each other and make us what we are today.

I am looking for a new and challenging managerial position in a growth oriented organization, one that will make best use of my existing abilities and knowledge and also further enhance my career growth and professional development.

Being an engineer and a business graduate has helped broaden my horizons and enabled me to look at any problem with both technical and managerial perspective. As a results driven, smart working and proficient procurement & supply chain professional with a track record of significantly reducing costs and also improving company’s processes & system, I am very determined to set a competitive edge for the organization that chooses to hire me.

Educational Qualifications:

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<th>Qualification</th>
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<th>Institution</th>
<th>Grade</th>
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<td>M.B.A</td>
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<td>3.51* (85.33%)</td>
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<td>B.E. (IMD)</td>
<td>2009</td>
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<td>1st Division</td>
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<td>Intermediate</td>
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<td>Aga Khan Higher Secondary School, Karachi</td>
<td>A</td>
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<td>Matriculation</td>
<td>2003</td>
<td>Al-Murtaza School, Karachi</td>
<td>A</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers | Reports | Projects

- Conducted research to identify a self sustaining business model for Aman Foundation in collaboration with the Abraaj Group.
- Term Report on identifying the gaps in Supply Chain at Philip Morris International.
- Live case research proposal for Corporate Strategy course at Indus Motor Company in order to determine the reasons for their declining sales & bottom line.
- Group Presentation on Brand Repositioning of Shell Rimula lubricants as a part of Marketing Management course.
- Prepared cross media marketing campaign for Samsung 3D LED TV as a part of Global Branding & Communications Course.
- Conducted market research to determine the essential service components required by customers at Maersk Pakistan & then analyzed the results using SPSS Statistics software for the Advance & Applied Business Research course.
- Term Report on “Going Green” as a part of Chain Management in Organizational Behavior & Leadership course.
- Final year Engineering Project at Thal Engineering to implement techniques for reducing rework & rejection in the area of Quality Management System (QMS).
- Developed a Robot Assisted Flexible Fixture for Bicycle welding.

Extra-Curricular Activities

- Member of the Society of Manufacturing Engineers (SME)
- Founding member & swimming consultant at Green Island Youth Forum (GIYF)
- Former member of the departments cricket & volleyball teams.
- Proud volunteer at CM Haj & Umrah Services.
**Work Experience**

**Jun 2013-Aug 2013**: ICI Pakistan  
Marketing Intern

**Job Responsibilities**
- Worked on the Test Launch of a variety of Fevicol products (Pidilite) in Pakistan.
- Determined price points for the Fevicol products & studied its competition.
- Conducted a survey on the perception of Indian products in the market.
- Developed a Marketing Strategy & Business Plan for Fevical.

**Sep 2012-Jan 2013**: Maersk Line Pakistan  
Project Analyst

**Job Responsibilities**
- Conducted Marketing Research to determine the essential service components required by customers to have customer loyalty towards Maersk Line Pakistan as a part of Advanced & Applied Business Research Course.
- Analyzed the research findings using IBM SPSS Statistics Software using ANOVA & Chi-Square Techniques.

**Jan 2010-Jul 2012**: Newtech Solutions Pvt. Ltd.  
SCM Executive

**Job Responsibilities**
- Monitored data management to keep accurate product, contract, pricing and invoicing information in order to make key decisions.
- Development of demand forecasts (operational forecasts) at multiple levels of aggregation for multiple regions as part of a demand planning function.
- Provided input to the supply planning department in developing inventory strategies on existing items, new products, and product phase-outs.
- Working closely with suppliers and customers to improve operations and reduce cost.
- Overlooked Marketing & Sales (Corporate & Consumer) functions in Karachi.
- Set up price points for a wide range of products.
- Coordinated and controlled the order cycle and associated information systems.
- Developed business by gaining new contracts, analyzing logistical problems and producing new solutions.
- Worked with the web development team & developed the social media page for the organization.

**Trainings, Certifications and Workshops**
- E-Commerce Module I Certification from FCCS

**Professional Skills**
- Proficient with MS Office, SPSS, MS Project, Auto CAD, Pro E etc
Rajeev Gulrajani
0333-3628689
rajeegulrajani@khi.iba.edu.pk
rajeegulrajani@gmail.com
Date of Birth: November 10, 1986

Supply Chain Management and Finance

Before getting admitted in a physical therapy school, I always wanted to pursue a career in business, but at that time, due to familial influence as well as some financial constraints, I was forced to pursue a career in a medical background. During my bachelor’s, I didn’t find any interest whatsoever in that subject and always had my sights set on the future, the future of getting admitted in a business school as an MBA student and finally do something that I am engrossed in doing, as numbers always attracted me. Soon after graduating, I wanted to follow the trail what I always wished to do. Keeping that in mind, I soon joined my uncle’s construction company to get to know how a business environment works, and also a 2-year experience requirement at the top tier institutes in Pakistan. Along with that assignment I got a job offer from Aga Khan University Hospital as a physical therapist, I accepted that offer keeping a fact in mind to not let my Bachelors go stale in case an admission in MBA backfires. For the next two and a half years, I worked hard and got admission at the top tier business schools in Pakistan, namely LUMS, KBSL and IBA and this is the time where my dreams started to unfold to the way I wanted them to.

I have some beliefs like everyone has, but I think what I believe makes me stand out from the crowd, that makes me different. I think that all the things that force a person to change is superficial, everyone has a dream inside but are forced to retreat due to external compulsions. Inside, I still dream of the grandeur. I dream, with every fiber of my body, that one day I will become a Richard Sander’s giant holding a Nobel Prize. That one day I will support the innovation and ingenuity that fuels our evolving world. The only challenge is that there are millions of people that share the same dream as me, so what makes me different.

Well, even if the shell of who I am has changed, I am still undeveloped at heart. That means being young, foolish, and audacious all at the same time. With pride, I charge first and then think second, knowing that my intuition and passions will forge my path. With conviction, I fight my enemies under the slightest aggravation. The result is that I’ve been beaten to the ground an unreasonable number of times. But, from those moments, I learned the most. And, in those adventures, where I got bruised, battered, scared, I had my God to tell me that everything is fine, it’s an experience, capitalize on it.

Yet, the greatest part of being undeveloped is that I believe in something larger than myself. I am a learner, a motivator, a team player, an analyst, a promoter, a cheerleader, a marketer, an optimist, and still I feel I am under-developed; there is still a lot of room in me to learn my way to prosperity. I believe in the people around me, my community, my people, my country, and even the world. And I believe every day is going to be better than the one before it.

Educational Qualifications:

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<thead>
<tr>
<th>Course</th>
<th>Institution</th>
<th>CGPA</th>
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<tbody>
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<td>MBA</td>
<td>Institute of Business Administration, Karachi</td>
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<td>BS</td>
<td>School of Physical Therapy, JPMC, Karachi</td>
<td>77%</td>
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<td>Intermediate</td>
<td>Government Degree College, Malir Cantt, Karachi</td>
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<td>74%</td>
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*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Piloted a secondary research on the implications of GSP+ status given to Pakistan’s in terms of different sectors that has to offer and its logistics improvements as part of Strategic Sourcing and Procurement
- Brand Audit of Rooh Afsa as part of Brand Management
- Created a portfolio of 40 securities traded on the Karachi and Lahore stock exchanges along with the analysis of derivatives market in Pakistan as part of Advanced Portfolio Management
- Prepared a financial model and forecasted the financial performance for the next 5 years of Faran Sugar Mills Ltd as part of Financial Modelling Assignment
- Conducted brand audit of Dettol Surface Cleaner, Reckitt Benckiser
- Conducted End to End Supply Chain Analysis Of En gro Foods Dairy Division
- Prepared a live case study on PTCL’s Corporate Strategy
- Unpublished research paper on “Relation of Savings & Investment, A Trade Based Approach” as part of Macroeconomics Term Paper
- Prepared an Investment Analysis on National Foods Pakistan
- Organized “Slicks of Change” a hockey tournament as part of Change Management Project at IBA, coverage by Geo News
- Prepared a Project Life cycle analysis as part of Project Management, on a research based project conducted during my previous job at Aga Khan University Hospital, Karachi
- Prepared a live case study on Global Vision Enterprises as part of Entrepreneurial Finance term project

Extra-Curricular Activities

- Integral part of another project named ‘I Own IBA’ & “Metamorphosis” held in collaboration with the Leadership Club in fall 2012
- Went to the Dubai Study Tour, 2013 organized by IBA
- Elected Senior Student Representative during my final year of Bachelors
- Contested for the post of Manager, Finance Club in 2013
- Used to be a part of Aga Khan University Hospital Tennis team during my job tenure, now occasionally play tennis

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Work Experience

Jul 2013-Aug 2013: State Bank of Pakistan Internee

Job Responsibilities

- Successfully completed 6 week internship at SBP-BSC and conducted a project on developing a SOP for scrutiny of shipping documents
- Researched on different premiums offered by different corporate bonds
- Conducted primary and secondary research for multiple departments primarily export refinance schemes and the defense savings certificate
- Orientation session on dynamics of the banking sector in Pakistan and role of the central bank as a regulatory body

Jun 2013-Jul 2013: karachisnob.com Brand Ambassador

Job Responsibilities

- Provided market research on feasibility of different promotional products of karachisnob for different income brackets
- Conducted BTL activities for their Snob membership card
- Conducted market segmentation analysis for Snob Membership Card and developing sales strategies
- Created a marketing report on the drawback of marketing strategy of karachisnob.com

Oct 2009-Aug 2012: Aga Khan University Hospital Physiotherapist

Job Responsibilities

- Examine patients’ medical histories
- Test and measure patients’ strength, range of motion, balance and coordination, posture, muscle performance, respiration and motor function
- Determine whether a patient is able to be sovereign and reintegrate into the society or workplace after lesion or ill health
- Develop treatment plans describing a treatment strategy, its purpose and its predictable upshot
- Take Morning rounds with the team of Doctors as coordinator of many services including intensive care, neurosurgery & pediatrics
- Diagnose and manage movement dysfunction and enhance physical and functional abilities
- Prevent the onset, symptoms, and progression of impairments, functional limitations, and disabilities that may result from diseases, disorders, conditions, or injuries.

Jun 2009-Jul 2011: Global Vision Enterprises Office Manager

Job Responsibilities

- Directly report to the chairman of the office
- Maintain office supplies including office systems, equipment and miscellaneous office supplies
- Design & implement office policies, maintain records, establish standard procedures, review & approve requisitions & organize office procedures
- Assign, monitor & train employees and supervise & evaluate staff performance
- Ensure safety of filing systems & maintain the records up to date.

Apr 2009-Aug 2009: Aga Khan University Hospital Trainee

Job Responsibilities

- Provide treatment to patients under supervision of Senior Physiotherapist
- Orientation on different functions operating within the department of Physiotherapy as well as over different units of hospital treatment protocols all over the world and study its implementation on different demographics

Trainings, Certifications and Workshops

- Qualified Trainer - successfully completed the 3 day Train the Trainer program
- Certified Critical care Physical Therapist
- Attended a 2 Hour Course on “Creating a Culture of Service Excellence” on 29th May, 2010
- Organized 1stever workshop held at the Department of Physiotherapy, Aga Khan University Hospital on Hands on Manual Techniques of Stretching on 6th March, 2011. Also made the brochure for the workshop

Professional Skills

- Understanding on SAP based working environment and UI
- Active team leader and ascommitted team worker
- Hands on SPSS, E-Views, Microsoft Project, Adobe Photoshop, Macromedia Dreamweaver, SAP and Microsoft Excel
- Ability to conduct trainings and presentations
- Qualified trainer and a public Speaker

Awards and Recognition

- Distinction in 17 out of 24 courses during my bachelors
- Awarded Best Critical Care Physical therapist at Aga Khan University Hospital for year 2011
Syed Ammar Arshad Rauf

021-34943784, 0345-2343735
ammar.arshad@khi.iba.edu.pk
ammar_arshad_87@hotmail.com
Date of Birth: September 11, 1987

**Supply Chain Management**

I had completed my Bachelors in Engineering in 2009 and had joined an international manufacturing and sales organization, Telectrona, in Pakistan mainly had a business of providing vehicle tracking equipment and I was an integral part of the technical support department. I quickly learned the importance of logistics in any business and was fascinated about how it affected the overall profitability. My quick understanding of the clients’ requirements built my reputation as a solution provider. I was promoted to Assistant Manager Support in 2011 and was given my own team with the aim to develop solutions specific to client’s needs. In addition I was also the functional manager for providing regular client support and trainings. However in 2012 I felt the urge to further delve into the dynamics of supply chain management and specifically logistics management. I searched for avenues of quality education and was drawn towards IBA due to its rich history, diverse programs and a renowned faculty.

Luckily I got my admission at IBA and embarked upon a journey with some of the best teachers of Pakistan to learn about various management concepts. The MBA program was designed to accept the most diverse of students coming from an engineering background. It was an extraordinary experience for me that helped me to develop leadership and interpersonal skills as well as learn about the art of supply chain, finance, marketing and management. In my opinion it was a life altering decision to join IBA and has paid off as I now have developed a personality that not only has academic knowledge but also the ability to lead from the front by facing all kinds of challenges and hurdles that come in my way.

In today’s world of competition, supply chain management is the way forward to reduce costs and increase profits. With this in mind, I hope to combine my engineering knowledge, my experience in the field of logistics and my latest supply chain understanding to deliver a strong performance in a growing organization. With these abilities and experience, I hope to be part of an organization that gives me chance to enhance my career growth and where I can express my abilities for the improvement of the organization and the humanity at large.

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**Educational Qualifications:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institution</th>
<th>CGPA</th>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.19* (78.36%)</td>
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<tr>
<td>BE (Electrical)</td>
<td>2009</td>
<td>Bahria University, Karachi Campus</td>
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<td>Intermediate</td>
<td>2005</td>
<td>Fazaia Degree College Faisal, Karachi</td>
<td>C</td>
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<td>Matriculation</td>
<td>2003</td>
<td>Happy Home School, Gulshan Campus Karachi</td>
<td>A</td>
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</tbody>
</table>

*CGPA up to the 2nd Semester

**Elective Courses**


**Major Term Papers I Reports I Projects**

- Analyzed Cold Chain of Agility Logistics
- Conducted end to end Supply Chain Analysis of Engro Foods (Dairy Division)
- Prepared Live Case study of PTCL’s Corporate Strategy
- Prepared a report on Logistics Execution in ERP using SAP
- Conducted study of Supply Chain Management in Attack Petroleum
- Conducted Investment Analysis of National Foods Limited
- Organized a hockey tournament in IBA named “Sticks of Change” as part of Organizational Behavior course
- Performed research, development and production of Jamming Protection System for Vehicles at Telectrona Pakistan
- Developed and Implemented Automatic Transfer System for priority based automation of utility and two auxiliary power supplies using PLC at MAZIK Global.

**Extra-Curricular Activities**

- Participated in Bahria University Career Fair 2009 and presented final year project.
- Presented Final Year Project at Students Engineering Exhibition 2009 at KIET.
- Organized sports and recreational events at workplace.
Work Experience

July 2013-Aug 2013: Attok Petroleum Limited  Supply Chain Internnee

Job Responsibilities

• Successfully completed a six weeks internship program with project to observe the supply chain management of Attok Petroleum Limited.
• Conducted a detailed analysis of supply chain system and presented recommendations.

Dec 2008-Jul 2012: Teltonika Pakistan (Pvt.) Ltd.
Assistant Manager Support

Job Responsibilities

• Co-ordinate with clients to provide them technical assistance for GPS/GSM based tracking devices, software and monitoring system.
• Hold meetings with clients for product support and demo.
• Conduct trainings of the sales staff and client’s technical staff.
• Managing integration work of accessories for tracking and other GSM based devices.
• Management of the testing and analysis of new products.
• Designed a GSM based solution for security or automation.
• Designed and implemented Jammer Detection and Protection System. Also managed the production of the system.
• Diagnoses and troubleshooting of Teltonika products, specially tracking devices.
• Designed a security system using Infrared and capacitive type fuel level sensor.

Jun 2008-Jul 2008: Pakistan International Airlines  Internnee

Job Responsibilities

• Interned in the Engineering Department for 6 weeks. Various assignments were undertaken in all major divisions of engineering department.

Trainings, Certifications and Workshops

• Attended Personal effectiveness course at IBA in order to enhance personal and professional skills
• Visited and attended seminars and presentations during IBA Dubai Study Trip 2012 in international companies like IFFCO, Bloomberg, and Mondelez International.

Professional Skills

• Supply Chain Management
• Project Management
• Good analytical, interpersonal, communication and organizational skills
• Ability to conduct trainings and presentations
• Team Management and Conflict resolution skills
• Basic understanding of SAP based working environment.
• Understanding of Marketing Management and Organizational Behavior.
• GSM Based devices specially Tracking/Fleet Management devices
• Designing and troubleshooting of electronic circuits
• Programming PLCs (Siemens S7, Fatek , Mitsubishi ) & SCADA systems
• Good knowledge of MS-OFFICE including MS-Project and SPSS
<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arsalan Ahmad</td>
<td>124</td>
</tr>
<tr>
<td>Muneeba Akhlaq</td>
<td>126</td>
</tr>
<tr>
<td>Sarwat B. Khan</td>
<td>128</td>
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<tr>
<td>Shumaila Afzal</td>
<td>130</td>
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<tr>
<td>Ufaq Abdul Samad</td>
<td>132</td>
</tr>
<tr>
<td>Umar Hafiz</td>
<td>134</td>
</tr>
</tbody>
</table>
Arsalan Ahmad

+92 32 1527 9026
arsalan.ahmad@khi.iba.edu.pk
Date of Birth: February 25, 1987

Finance and Marketing

“...I like to be challenged. Being a marathon runner, it takes a nine kilometer run in the beginning for me to enjoy the final sprint in the tenth one. To pull a surge out of myself is worth most when I am the most exhausted. My sense of accomplishment is tied to the demonstration of my own perseverance. ‘Responsibility with excellence’ expresses the core value of my personal constitution.

My first full-time job was at Nishat Chunian Ltd (Lahore), where I joined as ‘Merchandising Executive’ in 2009 after completing my engineering degree in ‘Textile Chemistry’ from National Textile University Faisalabad and was gradually promoted to ‘Deputy Manager’ in two years, with responsibility to manage two departments at the same time (Marketing Execution Department and Production Planning Department). It was a very challenging and rewarding ‘3-year’ experience and I was able to exploit my creativity, planning and management skills to the fullest to achieve desired targets. During the worst energy crises in Pakistan, I was able to plan and deliver 100% on time shipments, worth $66 Million, in the FY 2011-12.

My ever increasing urge to develop holistic understanding of business management led me to IBA, Karachi. I already had basic understanding of Supply Chain Management and Marketing, and IBA equipped me with necessary tools to answer my already existing questions and raise new ones, challenge my assumptions and finally to connect the dots to be able to see the complete picture which we call ‘Business Management’.

Studying on a student exchange program, in MBA Change and Innovation at IAE-AIX Marseille University France, one of the top notch MBA-Schools of Europe, raised my business acumen many fold. It also provided me a chance to learn from highly qualified professors of Kellogg School of Management, Stanford and HEC Paris. The best thing I developed, beside cooking skills, through this experience is ‘the ability to ask right questions about a business’ performance’.

I am interested to work in a challenging and competitive business management environment - with good sports facilities around.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
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<th>CGPA</th>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.48* (82.57%)</td>
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<td>BE (Textile Chemistry)</td>
<td>2009</td>
<td>National Textile University, Faisalabad</td>
<td>2.57</td>
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<td>Intermediate</td>
<td>2004</td>
<td>MTB Higher Secondary Schools, Sadiqabad, Rahim Yaar Khan</td>
<td>(70.1%)</td>
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<tr>
<td>Matriculation</td>
<td>2002</td>
<td>MTB Higher Secondary Schools, Sadiqabad, Rahim Yaar Khan</td>
<td>83.4%</td>
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*CGPA up to the 2nd Semester

Elective Courses

- Financial Analysis (IAE, France)
- Fixed Income Securities (IAE, France)
- Derivatives and Risk Hedging (IBA, Karachi)
- Security Analysis (IBA, Karachi)
- Developmental Economics and Issues and Pakistan Economy (IBA, Karachi)
- Interpersonal Growth and Leadership (IAE, France)
- Consumer Behavior (IBA, Karachi)
- Media Management (IBA, Karachi)
- Brand Management (IBA, Karachi)
- Personal Selling (IBA, Karachi)
- Environmental Management (IAE, France)

Major Term Papers / Reports / Projects

- Financial Performance Analysis of Phillips – in course of Financial Analysis with Professor Marian POWERS from Kellogg School of Management, USA.
- Term report and presentation on Asset/Liability Management for Banks – in course of Fixed income securities with Professor Alain GED from IAE, France.
- Corporate Strategy analysis of Lenovo – in course of Corporate Strategy with Pierre MESCHI from IAE, France.
- Study of Honda of America’s environmental challenges and business implications – in course of Environmental Management with Professor Leonard ORTOLANO from Stanford, USA.
- Personality analysis and video production – in course of Relationship Growth with Professor Robert WEISZ from IAE, France.
- Production of short film for IAE-AIX business school (year 2013-14) – as a part time project with MBA school.
- Critical appraisal of the marketing techniques utilized by Masofi, Pakistan – in a course of Marketing Management with Mr. Jami MOIZ from IBA Karachi.
- Financial analysis report on PTCL – in course of Managerial Finance 2, with Mr. Omer J. GHANI from IBA Karachi.
Work Experience

- Merchandising Executive (June 2009)
- Assistant Manager (July 2010)
- Deputy Manager (July 2011)

Job Responsibilities

- Supervision of Marketing Execution and Production Planning Teams – 7 and 3 member teams respectively.
- Production and supply chain management of home textile goods, worth $66 Million (annual) – from weaving up to finished goods shipment.
- Forecast and sales projection analysis for decision making and strategic positioning.
- Capacity allocation and planning.
- Designing and executing Time and Action plan of new developments.
- Organization of resource utilization reports, monthly stock reports and comparative analysis reports regarding Dyeing, Printing and Stitching Divisions.
- Export customer servicing and job status reporting during product development and bulk order production.

Extra Responsibilities

- Assisting creative design teams for International Textile Exhibitions – like Heimtextil, Germany (in January every year) and New York Market Week (March and September every year).
- Managed procurement department for two months during a crises situation (2012).
- Developed an ‘Aptitude test’ for the new applicants in certain departments and conducted several interviews. (2011-2012)
- Developed a training program for the new hires in Marketing and merchandising departments.
- Organized annual dinner of Nishat Chunian Group, including Nishat Power (2011-2012).

Trainings, Certifications and Workshops

- Attended workshops on self management and leadership at IAE-Aix, France.
- Did a special training course on conflict resolution and consensus building with Professor Robert Weisz in France.
- Attended Personal effectiveness course at IBA in order to enhance personal and professional skills.
- Participated in Dubai-Sharjah Marketing Study Tour.

Professional Skills

- Ability to manage pressure and perform under stress
- Ability to comprehend and explain complexities
- Skilled in conducting trainings and presentations
- Team Management and Conflict Resolution skills
- Understanding of ERP (Oracle) based internal working systems
- Hands on experience with SPSS
- Positive attitude towards everyday challenges
- Ice-breaking skills

Achievements

- Represented IBA as an MBA exchange student at one of the most prestigious management schools of France, IAE-AIX.
- Won best presentation title for a group presentation on Pakistan among presentations from all over the world at IAE-AIX, France.

Extra-Curricular Activities

- Conceived the Idea of “Pakistan Economic Summit” to debate on Pakistan’s Economic policies and executed the first conference in IBA Karachi (March – 2013) – with high profile speakers and guests like Mr. Asad Umer, Mr. Saleem Raza, Dr. Miftah Ismail and many others.
- Conceived, arranged, and managed tens of University, College and School festivals, tours, competitions, donation drives and annual dinners.
- Written, directed and acted in a number of stage plays.
- Won many poetry recitals and debating competitions up to provincial level (Punjab).
- Participated in marathon running, basketball, and cricket for university and college teams and represented at national level for athletics (2009).
- Hobbies include reading literature, newspapers and poetry, trecking, running and writing.
- Editor IBA Literary Magazine (Urdu Section).
MBA Graduate Directory 2014

Muneeba Akhlaq

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muneeba.akhlaq@gmail.com
Date of Birth: August 27, 1987

Finance

“Having Economics as my major in undergrad, I came to appreciate the complex interconnectivities of economic and political forces impacting the business environment. Post my undergraduate, working as a trainee officer in various roles at Standard Chartered Bank enabled me to experience the impact of those forces on business in my capacity to handle customer accounts. However I always felt the need to have more to grow through the organization structure in the long run.

That thirst for career-growth could only be quenched by understanding and learning about the corporate and business environment. In order to grasp knowledge and skills to understand the business, MBA was a requirement. Getting admission in IBA was one of my greatest achievements. IBA being the oldest and one of the most reputable institutes of Pakistan has alumni spreading across the businesses.

IBA’s MBA program provided me exposure to a multitude of personalities including engineers, finance graduates, business graduates and mathematicians. The diverse range of experiences and knowledge base made me appreciate the varying point of views and logical reasoning. Thus learning was never confined to the classroom. In addition the rich work-experience of instructors at IBA helped us in relating the case studies to current situations, being able to enjoy the immense knowledge of real life practical scenarios, analyzing and continuously questioning the situations.

I see myself in a growth oriented organization, working in a challenging environment. I want to test my theoretical skills by blending those skills with the practical scenario and processes. The constant buzz and busyness of treasury sales inspires me. I want to get into the depth of understanding the business, State Bank rules and regulations regulating the process, back-end working to front-end customer dealing etc.”

Educational Qualifications:

<table>
<thead>
<tr>
<th>Degree</th>
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</tr>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.5 (85.71%)</td>
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<tr>
<td>BSc. Econ</td>
<td>2010</td>
<td>Lahore University of Management Sciences, Lahore</td>
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<td>A-Levels</td>
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<td>4 A, 1 B</td>
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<tr>
<td>O-Levels</td>
<td>2004</td>
<td>Beaconhouse School System, Karachi</td>
<td>10 A, 1 B</td>
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</tbody>
</table>

Elective Courses


Major Term Papers | Reports | Projects

- Wrote a Live Case Study on Pakistan International Airlines in order to analyze their areas of improvement stemming from their corporate strategy
- Presentation on advertising based on brand sense to understand how various brands create a branding message that relies on all five senses.
- Report on brand revamp on Bake Parlor bread.
- Conducted a study on IBA’s culture as part of a course on Organization Behavior to understand the outlook of faculty, administration and students.
- Conducted a research for Express Tribune on the effect of technology advancement on newspaper readership
- Wrote a proposal for Shell Pakistan to create a better understanding of their online ordering system E Serve, throughout Shell Pakistan’s retail distribution network.
- Application of SPSS software tools on data and analyzing it

Extra-Curricular Activities

- Management Team of LUMS Admission Tests conducted in Karachi
- Participate actively in Softball matches conducted amongst LUMS alumni
Work Experience

Aug 2010-Sep 2012: Standard Chartered Bank Pakistan
International Graduate Program

Job Responsibilities

Treasury
• Activation of PIB sale through SCB branch network for CB customers.
• End to end coordination, ensuring PIB deal signing and booking at back end.
• Training of frontline staff on PIB product.

Personal Banking
• DREAM PACK-Bundled Financial solutions launch team.
• Training of front line staff and scripting of marketing communication material.
• Front line help desk management post launch.
• Account opening form discrepancy identification and resolution management.
• Organization of Employee Volunteering activity in collaboration with the TCF School in Karachi and Lahore.

Risk Policy
• Accounts in excess reporting analysis.
• SME-ME MIS Packs preparation and portfolio analysis.
• Mortgage portfolio tracking and analysis of mortgage cases.
• Project on Housing Price Volatility Index-Karachi and Islamabad as a basis of loan to value criteria.
• Regional monitoring of OD accounts based on booking limits.

Branch
• Internet Banking Activations in the S4 region.
• Initiated the regional cost reduction and management project.
• Regional account opening form discrepancy tracking.
• Project on Sales Turn around Time (TAT) reduction.
• Organizing of various training sessions for the branch staff.

Summer 2009: Sanofi Aventis Pakistan Internee
• Worked extensively on the Phenergan Brand Plan 2010.
• Designed presentations for the Phenergan Chemists and Bookers Campaign.
• Worked on the Xerox Ramzan promotional campaign.

Summer 2008: Pakistan State Oil (PSO) Head Office Internee
• Project on Educating the PSO petrol pump attendants.
• Surveyed to assess the success of Quick Oil Change facility that is to be launched by PSO.
• Designed print advertisement for PSO lubricants, Deo and Carient.

Summer 2007: Hong Kong Shanghai Banking Corporation (HSBC) Internee
• Project on Chinese companies working in Pakistan.
• Research on the basic credit needs of the targeted customers.

Professional Skills

• Proficient in Microsoft Word, Excel and PowerPoint

Awards and Recognition

• Placed on the Deans Honor List for the Spring Quarter 08-09, BSc Economics, LUMS.
• Represented SCB Pakistan in the International Induction Program-SCB.
Sarwat B. Khan

021-36013879, 0300-2568870
sarwat.khan@khi.iba.edu.pk
Date of Birth: March 18, 1986

Finance

Having done my bachelors in Engineering, technology has always inspired me. With my majors in telecommunications, my study gave me the opportunity to go with my passion. However, having worked with an internet service provider for over two years, I felt there is much more to do to achieve success in the corporate world. And key to success has always been learning new things to diversify and enhance personal skills.

The need of the time was to learn more about the business environment and hence, MBA was my utmost requirement. My objective was to blend my technical skills with managerial skills that a good business school can add to my profile, in order to accomplish my goals in life. Getting admission in IBA was a dream come true.

The learning at the Institute of Business Administration Karachi isn’t confined to the classroom. In addition to the excellent business curriculum, IBA provides multiple opportunities for students to engage in various activities and enrich their experience. I appreciate the quality of teaching, and the knowledge and exposure regarding my majors.

I want to see myself in a growth-oriented organization, which can give me the opportunity to utilize my knowledge and skills in a practical environment.

Educational Qualifications:

<table>
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<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.18* (78.54%)</td>
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<tr>
<td>BE-Electronics</td>
<td>2007</td>
<td>PAF-Karachi Institute of Economics &amp; Technology</td>
<td>3.45</td>
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<td>Intermediate</td>
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<td>Matriculation</td>
<td>2001</td>
<td>National High School, Karachi</td>
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</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Company Evaluation : PTCL, Atlas Honda, PTC, Packages Ltd.
- Live Case Report on PTCL, its complete organizational analysis with detailed functional area analysis and financial performance of the organization.
- Term report on Determinants of unemployment in Pakistan.
- Comprehensive study of McDonalds Supply Chain Management, the micro and macro level threats and supply chain challenges the company is facing in Pakistan and ways to eliminate it
- Analyzed the supply chain of Automotive sector in Pakistan
- Worked on Digital Notice Board implementation at IBA
- MBA Project : a pre-feasibility study of business model of one-window auto service shop in Karachi

Extra-Curricular Activities

- Winner of the competition sponsored by Reckit-Benckiser at Annual Management Team of Alumni Dinner at IBA
**Work Experience**

Apr 2011-Jul 2011: Sybid Private Limited  
Website Management  

**Job Responsibilities**

- Create, develop and manage content for Sybid’s web presence
- Coordinate web projects across departments with key team members, clients and vendors
- Keep current with emerging web technologies through relevant blogs and events

Jun 2008-Sep 2010: Sybid Private Limited  
Business Solution Consultant

**Job Responsibilities**

- Coordinate with management to understand business problems and develop effective solutions for clients LAN/WAN and Managed Services Solution
- Work with management to identify new business opportunities and formulate business proposals (both technical and financial aspects) and RFP responses.
- Collaborate with Project Manager in planning and executing assigned projects.
- Understand project requirements and develop priorities, scope and schedules.
- Determine resource requirements with appropriate skill sets to complete the project.

May 2008-Jul 2008: Cyber Internet Services (Pvt.) Ltd.  
Communication Officer

**Job Responsibilities**

- To work with Cybernet Corporate Support team and management to ensure maximum level-1 support to corporate clients on provided products and solutions.
- Maintain high customer satisfaction throughout the process from first email received from client to complete problem resolution.
- Prepare and deliver documentation of problem description and findings to appropriate escalation point.
- Develop and improve email support processes for Cybernet Corporate Support helpdesk

Feb 2008-Apr 2008: Infotech Pvt Ltd.  
Support Engineer

**Job Responsibilities**

- Troubleshoot of Blackberry device software related issue and installation/upgrade/gradation of BB device software
- Deployments and troubleshooting of Blackberry enterprise server and applications

Nov 2007-Jan 2008: Supernet Limited  
Internee

**Job Responsibilities**

- To research the technological advancement in optical communications globally and understanding the need for extending technology in laying optical fibers in Pakistan.

Jul 2006-Sep 2006: PTCL  
Internee

**Job Responsibilities**

- To develop an understanding on how fixed line communication works at all tiers locally and globally.

**Professional Skills**

- Proficient at MS Office, SPSS

**Awards and Recognition**

- Received Special Award of Performance, Cyber Internet Services.
- Recipient of merit based scholarship and distinctions in various subjects, PAF KIET
Shumaila Afzal
021-34921235, 0300-2985992
shumaila.afzal@khi.iba.edu.pk
Date of Birth: January 24, 1986

Finance

To choose IBA is to create value by being at the helm of group-based activities, aiming for big things and planning to play in the senior leagues. IBA greatly enriches the educational experience of MBA students by providing a host of opportunities for interaction with one another and with faculty beyond the classroom. Students in IBA have undertaken real-life projects with businesses and organizations which allows students to put into practice the lessons learnt throughout their time in IBA. It adds value of creativity and innovation, communication and intercultural experience, tolerance and teamwork, with personal integrity and active orientation. IBA gives an experience and confidence in using theoretical knowledge into practice, it stimulates reading and critically appraises management theory and, in doing so, develops a desire for life-long learning.

MBA enables me to gain a knowledge and understanding of the functions of business and their inter-relationships and shows how to structure the complex business situations and apply functional knowledge effectively. It helps me in giving a great overview of the business world by adding technical, analytical and interpersonal skills – a deep understanding and a certain receptiveness to the slight changes in the environment. Finance is a field that does involve the use of Math, and when we study finance one needs to be able to perform a variety of numerical calculations and work with many formulas – so finance and maths definitely go together. Math majors likely exhibit the intellectual ability, good written and oral proficiency, quantitative handiness and the ability to get things done individually and as a group. So, maths and finance combine help to make the sense of the world and allows myself to make contributions in the economic goals.

After MBA, I am seeking to join a growth-oriented organization where I can apply my understandings and learnings that I have earned during my stay at IBA. I would like to create an environment that promotes continuous improvement which leads success through changing economic conditions, increasing the effectiveness, expansion in business strategy along with business results. I am intending to advance my career in financial services and assume a leadership role in future. Besides, I plan to actively participate in community services for desire to promote the welfare of others esp. for the education of children and empowerment of women.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Program</th>
<th>University/Institution</th>
<th>Year</th>
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<tr>
<td>MBA</td>
<td>Institute of Business Administration, Karachi</td>
<td>2014</td>
<td>3.12 (80.7%)</td>
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<tr>
<td>BSc (hons)</td>
<td>Department of Mathematics, UoK, Karachi</td>
<td>2008</td>
<td>A (85.4%)</td>
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<tr>
<td>MSc</td>
<td>*CGPA up to the 2nd Semester</td>
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</table>

Elective Courses


Major Term Papers | Reports | Projects

- Communication Strategy for P&G hair care category - MBA Final year project.
- Equity Linked Notes in Pakistan - Financial Engineering & Risk Management
- Live case study on PTCL - Corporate Strategy
- Cement industry financial evaluation - Advanced Corporate Finance
- Paperless Environment at IBA - Go Green - Organization behavior & Leadership
- Habib Oil Mills - Launch of Masala Mix Products - Marketing Management
- Change in trend from Gold to Artificial Jewelry - Advanced & Applied Business Research
- Presented on the role of 5 senses - Advertising.
- Live case study on Ehsan Trust - Islamic Banking & Finance.
- Credit Management with SAP - Business processes Management in ERP by using SAP.

Extra-Curricular Activities:

- Reading books and newspaper in order to get updated to world order.
- Getting involved in new activities with new people.
- Surfing on Internet.
- Community services.
Work Experience

Jul-Aug 2013: State Bank of Pakistan Finance Internee

Job Responsibilities

- The objective of internship was to explore the issues relating to finance and to find out problems regarding the theoretical concepts with practical experience.
- Learning objectives includes the primary and secondary functions of SBP.
- The primary functions include issue of notes, regulations and supervision of financial systems, banker’s bank, lender of the last resort, banker to Government and conduct of monetary policy.
- The secondary functions include the agency functions like management of public debt, management of foreign exchange, etc. along with the functions of directing government on policy matters and maintaining close relationship with international financial institutions.
- The project was assigned in the working tenure which required evaluation on Export Processing Realization Certificate.

Sep 2010-Jun 2012: Omar Jibran Engineering Business Researcher

Job Responsibilities

- To find out engineering products from the domestic and international markets and conduct feasibility studies includes gathering data from potential sources.
- To determine the raw material, machinery and tools required for the production process of the product.
- To assist Sr. Manager Business Development for preparing plans for potential business through quotation and costing.
- To develop and maintain business plans and future course of actions by using cost/benefits component.

Jun 2009-Aug 2010: Sindh Board of Investment Asst. to Advisor CM

Job Responsibilities

- To schedule appointments and meetings on day to day basis.
- To process appropriate information to the respective government departments on their functioning of associate tasks.
- To maintain records and attend meetings in order to take minutes for future references.
- To manage foreign travels and visa processing for international conferences and meetings.

Professional Skills

- Proficient at MS Office, SPSS, command on latest software tool SAP.
- Successful team player.
- Highly motivated and continuously improving skills.

Awards and Recognition

- In the top five positions in MSc (Mathematics).
- Teacher Assistant for Abstract Algebra.
Ufaq Abdul Samad
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ufaq.asamad@hotmail.com
Date of Birth: August 8, 1987

Finance and Supply Chain Management

For many, achieving a degree with distinction from one of the most demanding departments of Industrial & Manufacturing at NED seemed like a dream come true. However, for me, it was just the beginning. An ambitious, goal-oriented person, I was recruited by one of the most aspired companies of Pakistan, namely Dawlance Pvt. Ltd. right after my graduation. Dawlance’s ambience inculcated fierce competition and relied in some extreme means of promotion and degradation.

Being promoted within two years as the head of Quality Assurance department for one of the manufacturing units, where I was initially hired as an Engineer, and surviving under such challenging role, I was never discouraged while taking up risky tasks. Being part of HSE core team, I attained the international certification on OHSAS 18001 lead auditor in order to be able to train and develop change agents. Given the scenario, the work demanded high persistence and motivation, yet it was met with success.

My dedication and passion, however, remained unquenchable, for my next target was to do MBA from IBA. The reason for choosing this very institute was because I think that my capabilities are very relevant given the characteristics that the institute portrays, that are, consistency, dedication & leadership while staying in touch with one’s values. Having been exposed to the business courses for the first time that are quite contrary to the field I had been familiar with, I came out as one of the highest achievers in my class.

I got the honor of being selected at Reckitt Benckiser for graduate internship. Initially intimidated with the finance projects, the passion to give it the best shot was accomplished when I got recruited there right after my internship. I am currently working there as an Assistant Manager Finance while completing my final year of MBA. My education and professional experience is a clear indicator of my strength as a competitive individual, and hence I would like to continue working with an organization that challenges me to that level, the zeal that makes me achieve greater heights.

Educational Qualifications:

<table>
<thead>
<tr>
<th>Course</th>
<th>Year</th>
<th>Institute</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2014</td>
<td>Institute of Business Administration, Karachi</td>
<td>3.62 (84.85%)</td>
</tr>
<tr>
<td>BE (Industrial &amp; Manufacturing)</td>
<td>2009</td>
<td>NED University, Karachi</td>
<td>A+</td>
</tr>
<tr>
<td>Intermediate</td>
<td>2005</td>
<td>St. Joseph’s College</td>
<td>A</td>
</tr>
<tr>
<td>Matriculation</td>
<td>2003</td>
<td>Play House Secondary School, Karachi</td>
<td>A+</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers I Reports I Projects

- Carried out in-depth competitive ratio analysis on Engro Foods and Reckitt Benckiser.
- Evaluated financial performance of Indus Motors and its position in 2013 relevant to the competitors.
- Sensitivity analysis on Unilever’s stocks using the regression model.
- Analyzed & Improved Warehouse Management of Agility Logistics.
- Conducted end to end Supply Chain Analysis of Pak Suzuki.
- Prepared Live Case study of Indus Motor’s Corporate Business Strategies and suggested areas to improve in 2014.
- Organized a first ever project initiated at IBA, aimed to provide feedback to bring IBA academics to an international level, as Organizational behavior project.

Extra-Curricular Activities

- Served as Vice President Event Management committee of SME NED chapter and organized different events at NED.
- Member of arts and public speaking society, IBA.
- Given home tuitions for around 5 years.
- Learnt pottery painting and ceramics jewelry making and sold out some of my hand made articles.
- Watching movies and hanging out with friends are part of leisure time activities.
Work Experience

Sep 2013-Present: Reckitt Benckiser AM Commercial Finance

Job Responsibilities

• Month end reporting to the region & KPI submission.
• Monthly analysis to provide visibility on business performance, allowing it to take timely decisions on pricing, marketing & trade spend.
• Preparation & submission of quarterly forecasts and next year plans.
• Serve as integrating point of marketing and finance to evaluate future impacts of new product launch.

Jun 2013-Aug 2013: Reckitt Benckiser Intern Treasury Finance

Job Responsibilities

• Project on vendor financing to reduce Net Working Capital.
• Cost saving project to cultivate ways of reducing demurrage & detention.
• Feasibility analysis of setting up new distribution center for Reckitt near Islamabad.

Jan 2010-Aug 2012: Dawlance Pvt Ltd Senior Assistant Manager

Job Responsibilities

• Member of core team in development of HSE monitoring & measurement system for OHSAS certification.
• Supporting in reduction of customer complaints by random process product audits & applying Quality tools.
• Implement / Monitor Kaizen mechanism.
• Development of 7 S layouts for workplace management

Dec 2008-Oct 2009: Glaxo Smith Kline Final year project leader

Job Responsibilities

• To identify GxSignificant parts & develop Maintenance Life Plans for all equipments in manufacturing facility.

May 2008-Jul 2008: National Food Ltd Intern

Job Responsibilities

• To apply lean manufacturing system on paste plant in order to reduce material & time wastages

Trainings, Certifications and Workshops

• Application of 7 Quality tools by AOTS, Pakistan - Japanese Business Forum.
• Failure mode & effect analysis by consultant from Alson Industries.
• Trainings from HSE consultant in Dawlance: (1) Hazard Identification & Risk Assessment (2) Tripod analysis (3) work permit system (4) Hearing conservation program.
• Visited and attended seminars and presentations during IBA Dubai Study Trip 2012 in international companies like IFFCO, Bloomberg, and Mondelez International.

Professional Skills

• Financial Analysis.
• Supply Chain management.
• Basic understanding of Oracle & SAP.
• Ability to carry out advance business research using SPSS.
• Leadership and team development.
• Good analytical, interpersonal, communication and organizational skills.
• Ability to conduct trainings and presentations.
• Complete understanding of HSE & ISO Quality Management systems.
• Command on designing soft wares: Auto CAD (2D & 3D), Pro Engineer.
• Proficiency in using analytical soft wares: POM, TORA, ANSYS & MINITAB.
• Good understanding of manufacturing operations including CNC operations & automation.
Umar Hafiz
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umar.haf.wp@gmail.com
Date of Birth: June 21, 1987

Finance

"Having graduated in Economics and Finance, I was fortunate to have ended up at some of Pakistan’s leading financial services providers as an analyst, specializing in equity valuation and investment advisory. This allowed me to pursue a career associated with capital markets, an avenue that I had been interested in for several years.

Working in the capacity of an Investment Analyst allowed me to hone the economic and financial skills I had acquired during the course of my academic life. It also provided me with an amazing insight into most aspects of the Pakistani economy in general, and the different industrial and service sectors listed on the capital markets in particular. I eventually came to specialize in the Fertilizer, Automobile and Oil Exploration & Production sectors of Pakistan.

As an independent (external) analyst, I was often perturbed whenever I came across otherwise viable businesses, which were not performing well (financially) due to any variety of functional and/or managerial issues. It was primarily in order to form a better understanding of these areas (and by extension, play an active role in maximizing a business’ value) that I decided to pursue my MBA from IBA, given the institution’s proud track record of having produced some of the finest business managers in the country.

When I started my MBA program, my understanding of business operations (given my line of work) was mainly shareholder-centric. Two years of extensive discussions, case analyses and lecture sessions later however, I have realized the importance of having all stakeholders in an organization working towards a common objective. Listening to the perspectives of students from a host of different professional backgrounds has also widened the scope of my understanding of business operations.

As an MBA graduate, it is my goal to work at an organization that values hard work, initiative and industriousness, without compromising the core set of values that have been ingrained in me during the course of my education and training."

Educational Qualifications:

<table>
<thead>
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<th>Year</th>
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</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>Institute of Business Administration, Karachi</td>
<td>2014</td>
<td>3.10</td>
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<tr>
<td>BSc (Hons)</td>
<td>Lahore School of Economics, Lahore</td>
<td>2010</td>
<td>3.12</td>
</tr>
</tbody>
</table>

*CGPA up to the 2nd Semester

Elective Courses


Major Term Papers / Reports / Projects

- Signed up Abraaj Capital as a client as part of my MBA project on the development of a sustainable healthcare model in Pakistan.
- Conducted a live case report on K-Electric (formerly Karachi Electric Supply Company) as part of my Corporate Strategy term project.
- Undertook a research project on the Mutual Fund Industry of Pakistan.
- Developed full feasibility reports of projects related to poverty alleviation programs (most notably the establishment of a drip irrigation project).
- Completed a research project aimed at critically reviewing difficulties in the estimation of the health damage function in developing countries.
- Undertook a research project aimed at assessing the impact of FDI inflows on the performance of the Karachi Stock Exchange.
- Completed a project on the Mutual Fund Industry of Pakistan.
- Produced a research report on the role of ethnicity in Pakistani politics.
- Wrote a book (compilation of short stories) as part of an end of term project.
- Directed and produced a documentary and research paper on Pakistan’s film industry.
- Have developed social awareness projects on drug addiction, Sufism, etc.
- Have conducted full economic and financial analyses of various projects at both micro and macro level using various evaluation criteria including IRR, NPV, WACC and payback period (both discounted and otherwise).

Extra-Curricular Activities

- Represented LSE at the inaugural Youth Leaders Entrepreneurship Society.
- Member of the Finance Club at IBA.
- Volunteered to participate in a drive aimed at educating the uneducated and undereducated staff at Beaconhouse.
- Went for Cliff Diving and Cave exploration with LSE Adventure Society.
Work Experience

Nov-2011-Aug-2012: Arif Habib Limited  Investment Analyst

Job Responsibilities

- Assigned coverage of the Automobile and Fertilizer sectors.
- Required to value companies under my coverage and assign appropriate investment recommendations.
- Target valuations attained of companies under my coverage within the stipulated investment horizon.
- Extensively employed financial modeling (including DCF, DDM and SOTP) for the purpose of equity valuation.
- Responsibilities included daily company reports, monthly sector and company reports and meeting with corporates and clients.
- Proficient at utilizing Bloomberg® terminal.


Job Responsibilities

- Cover financial and business conditions of listed companies with particular focus on the E & P sector.
- Analyze and offer insight into political and macro-economic issues that are vital for making informed investment decisions in the company’s weekly investor guide.
- Advise clients on potential investment options on the Karachi Stock Exchange.
- Promotion and sales of our services to potential clients.

Jun 2013-Aug-2013: Engro Foods Limited  Internee

Job Responsibilities

- Assigned to Strategic Business Development Division.
- Assigned a real-time project on the development of an export portfolio, which was subsequently approved by the Management Committee.
- Identify and research potential target markets.
- Research consumer preferences via surveys and Centralized Location Testing (CLT).
- Explore costing options and optimize contribution margins of export-oriented products by employing financial modeling & sensitivity analyses.

Jul-2009-Aug-2009: GlaxoSmithKline Pakistan  Internee

Job Responsibilities

- Assigned to the Payroll and Taxation section of the Finance Department.
- Played an active role in the company’s filing of a writ petition against the imposition of Internally Displaced Persons Tax.
- Responsible for scrutinizing the field force’s expense statements.
- Introduced to mergers & acquisitions during GSK’s global acquisition of Stiefel Laboratories.


Job Responsibilities

- Assigned the dual responsibility of database error checking and assessing filing techniques employed by the firm.
- My assessment of filing techniques led to the adoption of a two level sorting system by the firm.

Professional Skills

- Proficient at utilizing Bloomberg Terminal, MS Word, Excel, Power Point, Expression Web, Stats Graphic, Mini Tab.
- Excel at conducting Economic and Financial analyses and developing feasibility reports.
- Self-motivated, target oriented approach.
- Can prepare and deliver multimedia presentations

Awards and Recognition

- Achieved 1st position in English for three consecutive years during ‘O’ Level studies at Beaconhouse.
- Won commendation by The Royal Commonwealth Society on participating in the Commonwealth Essay Competition.