Redefining Leadership
“Read: In the name of thy Lord Who createth, Createth man from a clot. read: And thy Lord is the Most Bounteous, Who teacheth by the pen, Teacheth man that which he knew not”

[96:Al-‘Alaq: 1-5]
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CHAIRMAN’S MESSAGE

The people of Pakistan are now and will always be its most valuable resource. If Pakistan is to become a developed nation, its people must first be given the opportunity and the means to develop into leaders. That is the genesis behind the establishment of Karachi School for Business & Leadership (KSBL): to create a cadre of ethical and responsible leaders capable of transforming their organizations, the region and the country. KSBL was established to stand as a beacon for outstanding business education with a strong emphasis on ethics. It emphasizes world-class teaching, including cutting edge research being brought to the classroom in Pakistan. Its acclaimed faculty also brings international best practices to Pakistan. KSBL’s establishment exemplifies the commitment and outstanding effort of the Board of Directors of the Karachi Education Initiative (KEI). It has been a privilege to work with such dedicated and distinguished individuals to make KSBL a reality. Our aim is to give back to Pakistan by creating opportunities for future generations to reap the benefits of a graduate management education based on international standards as well as an educational experience that grooms them to achieve new heights. Our country is full of eager young minds, brimming with talent, full of promise and potential, looking for an opportunity to develop, to excel, to flourish – to lead. They are the future of our country and we will provide them with the opportunity to become ethically and socially conscious leaders.

HUSSAIN DAWOOD

CHAIRMAN, Karachi Education Initiative
Engro Corporation Limited
Dawood Hercules Corporation Limited

“Pakistan’s problems can be addressed through intelligent, socially responsible and broad-based leadership. This is the genesis behind KSBL ...”
The Karachi School for Business & Leadership graduate management school offers a top tier cutting edge MBA program to highly talented young men and women in Pakistan, as well as our international students. Our philosophy revolves around a different kind of leader, one who is able to combine intelligence and knowledge with social responsibility to bring about tangible change. This approach will enable our students to internalize the importance of being socially aware and encourage them to apply these values throughout their professional careers in Pakistan and in the international market place. KSBL thus offers to the job market management graduates of both high quality and high integrity, who are capable of exercising leadership abilities and excel in their contributions to the business performance and success of their employers.

KSBL MBAs have had a unique exposure to the business and corporate environment in Pakistan and its region. Located in the business hub of the country, KSBL has provided its MBAs with unequalled opportunities to interact with, and learn from, the corporate and business community. Our CEO Mentorship Program provides for our students a unique exposure to the country’s business leaders, while the Executive Mentorship Program commenced this year with over two dozen ENGRO executives gives our students a comprehensive grasp of business conditions and real life issues. In turn, our students contribute to the business community a sustained exercise in analytical, research and consultancy outputs through their comprehensive Final Year Projects. It is a measure of the high confidence and expectation levels of corporations in KSBL that request by companies for these student group projects are oversubscribed by several times.

**MESSAGE FROM THE RECTOR & DEAN**

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**MESSAGE FROM THE DIRECTOR**

It is a proud moment for any institution to see its vision turning into reality. Karachi School for Business and Leadership (KSBL) was established with the aim of creating a cohort of future leaders who can contribute towards the economic development of the country and by the grace of Allah we are quite close to achieving that vision.

KSBL two-year MBA program is developing into one of the best in the region. Our students participate in business competitions every year and come out winners every year. This tells us that they are highly motivated and receiving excellent education. Our world-class faculty, corporate networking opportunities, professional development programs and the ability to choose career tracks that best fit students’ interests and talents, all come together, to create a learning environment that prepares them for a professional business career, better than any other program in the country.

Our MBA students come from different walks of life, many different cultures, and from many different industries. The diversity within the KSBL MBA program offers the ability to learn from people with a broad range of life experiences. As the class of 2015 is about to graduate I would like to wish them the best of luck, with the hope that they bring a positive and tangible change to the society and strive to contribute positively towards social and economic development of organizations as well as to Pakistan at large.

**DR. IMRAN ALI**
RECTOR & DEAN
PROFESSOR OF BUSINESS POLICY - KSBL

**DR. ALI K. MALIK**
DIRECTOR MBA & EMBA PROGRAM
ASSOCIATE PROFESSOR, FINANCE - KSBL
The Karachi School for Business and Leadership (KSBL) was formed because a group of Pakistani business and corporate leaders recognized that Karachi, the business and commercial hub of Pakistan, needed a world-class business school. They envisioned KSBL as a graduate management school that would offer high quality leading edge programs to the many talented young men and women in the country as well as those accepted from abroad.

A strategic collaboration with Judge Business School, University of Cambridge, played a leading role in faculty recruitment, curriculum design and research development. This collaboration has been instrumental in shaping the transformational learning experience that strives to develop intelligent, knowledgeable and socially responsible leaders.

The vision for a world-class institution is being implemented by deploying the following key elements:

- Providing state-of-the-art buildings and facilities for the school at a dedicated campus site
- Recruiting an eminent faculty with strong academic and research credentials to teach an internationally recognized curriculum
- Admitting a highly diverse and talented student body on the basis of their abilities and leadership potential
- Achieving international accreditation, quality standards and best practice benchmarks which will place KSBL alongside the leading business schools of the world
- Providing the sort of challenge and learning that changes attitudes for life, builds true intellect and hones skills and capabilities

Our pioneer batch graduated in May 2014 and is on its way to making its mark in the work place across the country.

**ABOUT KSBL**

**PLACEMENT STATISTICS CLASS OF 2014**
The purpose of the CEO mentoring programme is to give KSBL students the exclusive opportunity of being mentored by renowned leaders in a non-classroom setting. CEOs who have achieved record successes in major Pakistani Corporations and Multinational Companies act as the mentors for KSBL students. In line with KSBL’s mission to educate the next generation of “Transformational Leaders”, the program fosters knowledge sharing and development of critical thinking skills among students.

By discussing business-related topics, global issues and industry trends, students gain a fresh insight into the responsibilities of being business leaders and managers thus enabling them to be better equipped to deal with real life business decisions in their future careers.
CEO MENTORS

MR. ABID BUTT
CEO E2E SUPPLY CHAIN

MR. SAAD AMANULLAH
CEO GILLETTE PAKISTAN (FORMER)

MR. ASIF JOOMA
CEO ICI PAKISTAN

MR. KHAYYAM RAJPOOT
CEO SHAN FOODS

MR. SULEMAN AHMER
CEO TIMELENDERS

MR. SHAHID HAMID PARACHA
CEO DAWOOD HERCULES (FORMER)

MR. SHAMSUDDIN AHMED SHAIKH
CEO ENGRO PowErgEn

MR. GHIASUDDIN KHAN
CEO INBOX BUSINESS TECHNOLOGIES

MR. SALMAN BURNEY
CEO GLAXOSMITHKLINE

DR. ZEELAF MUNIR
CEO ENGLISH BISCUITS MANUFACTURER

MR. ASAD S. JAFAR
CEO PHILIPS ELECTRICAL INDUSTRIES

MR. PARWAIZ GHIAS
CEO TOYOTA INDUS MOTORS

MR. NADEEM MUSTAFA KHAN
CEO AGHA KHAN UNIVERSITY HOSPITAL

MR. TARIQ RIZAVI
CEO PARCO
PRE-MBA WORK EXPERIENCE
SECTOR SPLIT

INTERNERSHIP SECTORS - SUMMER 2014
FACULTY

DR. IMRAN ALI
Professor of Business Policy, KSBL
PhD (Australian National University)
BA Hons, University of Sussex, UK

DR. ALI KHALIL MALIK
Associate Professor Finance, KSBL
PhD Manchester Business School,
University of Manchester UK
MSc University of Manchester UK

DR. JAWAID A. GHANI
Professor of Strategy and Marketing Research, KSBL
PhD, University of Pennsylvania (Wharton School)
SB Comp. Engg, Massachusetts Institute of Technology (MIT)
SB Mgt Science, Massachusetts Institute of Technology (MIT)

DR. FAHEEM UL ISLAM
Associate Professor of Competitiveness and Strategy & Associate Dean Administration, KSBL
PhD, Judge Business School,
University of Cambridge, UK
MBA, National University of Singapore
BE, University of Engineering and Technology, Lahore

DR. ZEESHAN AHMED
Associate Professor of Finance & Registrar, KSBL
Ph.D, Mississippi State University, USA
MBA, IBA Karachi
CFA and CPA

DR. MUHAMMAD NADEEM JAVAID
Assistant Professor of Business Economics, KSBL
Ph.D., University of Nice, Sophia Antipolis, France

DR. MUHAMMAD ATHAR SIDDIQUI
Assistant Professor of Organisational Behaviour and HR Management, KSBL
Ph.D., University Strathclyde, UK
MS/MPhil, SZABIST
MBA, SZABIST

DR. REHAN MALIK
Assistant Professor of Public Policy, KSBL
PhD, Public Policy Analysis, Pardee RAND Graduate School, USA
MBA & BBA (Hons.), IBA Karachi

SHARICK AHER RAHMAN
Teaching Fellow, KSBL
MS Public Policy & Management, Carnegie Mellon University, United States

MUHAMMAD IMRAN CHAUDHRY
Teaching Fellow, KSBL
PhD-Candidate, Ohio State University, USA
MA Economics, Ohio State University, USA
MS, Ohio State University, USA

HASSAN BUKHARI
Lecturer, KSBL
SM, MIT, USA
SM, MIT, USA
MS, University of Southern California, USA
BE, NUST, Pakistan
EDUCATION

2013 - 2015    Karachi School for Business & Leadership    MBA

2009 - 2013    SZABIST, Karachi Campus    BBA - Finance

WORK EXPERIENCE


- In-depth exploration of fruit and vegetable Industry in Pakistan through Secondary Research
- Analyzed Value Chain for fruit and vegetable Industry in Hunza District, Gilgit Baltistan
- Identified problems and financial needs of all stakeholders within the value chain
- Provided recommendations on how to use Islamic Banking products to meet the financial requirements of all stakeholders in the value chain


- Modeled Regional Sales Managers (RSM) Profitability Analysis-Karachi Territory
- Audited distributors of various localities in Karachi Region to identify issues and gave recommendations for improvements in the supply chain


- Reconciled Issues in Customers’ Transactions

Dec 2010 - Jan 2011    Pakistan State Oil, Treasury Dept., Karachi Pakistan    Winter Intern

- Prepared records of Depots’ Collections on MS-Excel and SAP

MBA FINAL YEAR PROJECT

Engro Polymers and Chemicals Ltd.-Market Feasibility of Wood Plastic Composite (WPC)
Achieve strategic objective of increasing PVC resin sales by analyzing the potential of WPC products in domestic market and cost structure for local manufacturing. Consequently, propose suitable marketing strategy for market development.

ACHIEVEMENTS & LEADERSHIP ROLES

- Winner: GAUNTLET Competition at LUMS SYNERGIES’14
- Awarded: Scholarship for MBA and BBA Programs
- Initiated a 2-day training program on developing communication skills for the youth of Hunza Valley, as Honorary Secretary, GISAK
- Leader, Shaheen Scouts, Ismaili Scouts Group. Conduct weekly trainings for children between 7 to 11 years.

INTEREST & ACTIVITIES

- Skipper, Runner Up Team (Shishket FC), at Gojal Champions League 2014 Held at Aga Khan Gymkhana Ground Garden
- Voluntary teacher at Religious Education Center, Evershine for last 4 years. Teaching modules include: Religion & Culture and Modernity & Knowledge Society
- Volunteered, for 3 months in Finance Dept. at Aga Khan University Hospital
EDUCATION

2013 - 2015  
**Karachi School for Business & Leadership**  
MBA - General Management

2009 - 2013  
**Institute of Business Management**  
BBA – Hons

WORK EXPERIENCE

<table>
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<tr>
<th>Year</th>
<th>Company</th>
<th>Position</th>
<th>Responsibilities</th>
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| Jun 2012 - Jul 2012 | Bank Alfalah Ltd  | Intern                          | Gained knowledge in various departments including credits, foreign trade and general banking.  
Also learned about leasing, financing and trade financing |
| Jun 13 - Jul 13  | Hilal Confectionary Pvt Ltd.     | Intern                          | Compiled bank reconciliation statements, asset schedules, and lease schedules  
Acquired knowledge regarding import financing  |
| Jun 14 - Jul 14  | GSK Pakistan                     | Intern, Finance Department     | Prepared Annual Vendor Master  
Evaluated various KPIs pertaining to the payables section  
Performed audit of marketing expenses incurred in various events |

MBA FINAL YEAR PROJECT

**Engro Foods Limited- Reviving Omore Cup Segment**  
Analyzing factors that are contributing to the downfall of the cups category in the frozen desert industry and recommending an action plan to revive this category.

ACHIEVEMENTS & LEADERSHIP ROLES

- Runners-up in CFA Institute Research Challenge, 2015
- Conducted a market research on online shopping industry of Pakistan
- Served as member of executive committee of Marketing and Research Club at KSBL
- Prepared a research paper on impact of terrorism on Banking Industry of Pakistan.
- Participated in organizing Sports Festival at IoBM

INTEREST & ACTIVITIES

- Watching and reading news related to current affairs
- Playing cricket
- Adventure and sight-seeing
JEHANZEB AFTAB

Address: 10-J/2, 8th Gizri Street, Phase IV, D.H.A, Karachi.
E-Mail: jehanzeb.aftab@gmail.com
Contact No.: 0322-2260039

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2009 - 2013
SZABIST, Karachi Campus
BBA – Finance

WORK EXPERIENCE

Jun 2014 - Jul 2014
Meezan Bank, Karachi
Intern, Product Development & Shariah Compliance
- Collected market information on incentives offered by competitors on opening salary accounts
- Developed a working paper on Wakalah products in coordination with Asset Team

May 2012 - Jul 2012
GlaxoSmithKline, Karachi
Intern, Finance Department
- Conducted a physical audit of fixed assets at Korangi production facility to update Fixed Asset Register
- Assisted the finance team in preparing for external audit
- Updated finance database for monthly sales, maintenance of gratuity and pension funds

May 2011 - Jun 2011
Standard Chartered Bank, Karachi
Intern, Financial Institutions
- Updated client database and excel records for the department
- Compiled a report on banking sector of Pakistan highlighting performance by various players in the industry

Dec 2010 - Jan 2010
Pakistan State Oil, Karachi
Intern,
- Worked on branding of DEO (Diesel Engine Oil)

MBA FINAL YEAR PROJECT

Abbott Pharmaceuticals – Launch of Abbott Naturals
In depth research on product positioning and launch of new product category

ACHIEVEMENTS & LEADERSHIP ROLES

- Finance Director at SZABIST Entrepreneurial Society (2012 – 2013)
- Managed social media for Siemerge ’15 at KSBL
- Wrote a thesis on Impact of Foreign Aid vs External Debt on Pakistan’s Economy, SZABIST 2012
- Organized an entrepreneurial conference for approximately 100 students of SZABIST, 2011
- Member organizing team KSBL Strata Quest ’14
- Assisted in organizing beach event for 120+ students at SZABIST, 2012

INTEREST & ACTIVITIES

- Mentor at The Citizens Foundation
- Table Tennis and Cricket

JEHANZEB AFTAB

Address: 10-J/2, 8th Gizri Street, Phase IV, D.H.A, Karachi.
E-Mail: jehanzeb.aftab@gmail.com
Contact No.: 0322-2260039

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2009 - 2013
SZABIST, Karachi Campus
BBA – Finance

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INTEREST & ACTIVITIES

- Mentor at The Citizens Foundation
- Table Tennis and Cricket
KASHIF AZAM BACHANI

Address: A/17, Kehkeshan Housing Society, Qasimabad, Hyderabad
E-Mail: kashif.bachani@yahoo.com
Contact No.: 0333-3775995

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA - General Management

2015 - Present
Chartered Financial Analyst (CFA) Level I Candidate

2014 - Present
Financial Risk Manager
Cleared FRM Part II exam

2009 - 2013
Institute of Business Administration (IBA), Karachi
BBA – Finance

WORK EXPERIENCE

Jul 2014 – Aug 2014
Colgate Palmolive Karachi, Pakistan
Budgeting & Planning Intern
- Designed a VBA model which consolidated the budgeting process and increased efficiency by 75%
- Participated in the annual budgeting activity with hands on experience of SAP tool
- Presented suggestions in terms of key metrics for use in Annual Financial Report
- Assisted the operational finance division by mapping out freight outward report and reconciling data with WMS

Jul 2012 – Aug 2012
Meezan Bank Limited Karachi, Pakistan
Summer Analyst – Treasury & Financial Institutions
- Sector Analysis in terms of key players and their financial performance to identify potential clients for marketing of treasury products
- Multilateral Agencies Financial Analysis to gauge wrong way risk exposure
- ADB Trade Finance Program compliance through apprising CAMEL framework
- FX Blotter Management and drafting of Treasury Manual

Jun 2012 – Jul 2012
Engro Eximp Limited Karachi, Pakistan
Summer Intern
- Drafted and prepared the Standard operating procedure for the warehouse audit of rice facility
- Researched and presented on best practices regarding Fixed Asset control systems
- Assisted in mid yearly closure of accounts process

MBA FINAL YEAR PROJECT

FYP – Coca Cola Beverages Pakistan Limited – Product extension: Bulk Water
Strategic consulting covering a feasibility study for a product extension into Bulk water which includes competitor/industry analysis with respect to distribution strategies, market research for consumption habits & receptivity touch points and critical areas to focus in order to determine financial viability

ACHIEVEMENTS & LEADERSHIP ROLES

- Winner CFA Institute Research Challenge 2014 in Pakistan. Represented Pak In SG
- KSBL Dean’s Honor List 2013-2014
- Winner INFER 2013 – IBA Finance & Economics competition-centric workshop
- Organized Career Counseling & tech workshops as Office bearer of IBA Finance Club
- Runners-up in National Finals at CIMA Global Case Challenge 2012
- Top ranked team from Pakistan in BNP Paribas’s Ace Manager competition in 2011

INTEREST & ACTIVITIES

- Swimming, Financial Modeling, Basketball
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<td>2013 - 2015</td>
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<td>Nov 2011 – Dec 2012</td>
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<tr>
<td>Engro Polymer and Chemicals Ltd - Wood Plastic Composite Business Launch</td>
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<tr>
<td>• Designed Market feasibility and business strategy plan w.r.t Finance, Marketing and Operations of Wood plastic composite products business, in order to achieve strategic objective of increasing PVC resin sales</td>
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<th>ACHIEVEMENTS &amp; LEADERSHIP ROLES</th>
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<tr>
<td>• Vice President of KSBL Dramatic Club (MASQUE)</td>
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<td>• Director External affairs and Sponsorships KSBL HR and Leadership Society</td>
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<th>INTEREST &amp; ACTIVITIES</th>
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<tr>
<td>• Volunteered for social cause with multiple organizations such as Rotary, TCF, SOS, Open, youth parliament etc.</td>
</tr>
<tr>
<td>• Reading books from contemporary writings to history, autobiographies, fiction and literature</td>
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RAKIZ FAROOQ

Address: House # 53, Street 13A, MA Society, Karachi
E-Mail: rkzfrq@yahoo.com
Contact No.: 0322-9076104

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2008 - 2012
Lahore University of Management Sciences (LUMS), Lahore
B.Sc. (Hons.) Accounting and Finance

WORK EXPERIENCE

Jun 2014 – Jul 2014
United Energy Pakistan, Karachi
Procurement and Supply Chain Intern
• Designed Key Performance Indicators for Procurement, Inventory Management & Logistics

May 2012 – Aug 2013
Medical Transcription and Billing Company (M.T.B.C), Islamabad
Business Analyst
• Services’ Utilization Enhancement: Improved utilization rate of company’s prime value added
  Service -Electronic Health Records (EHR)- from 65% to 82% per client
• New Technology Planning and Implementation: Carried out in-depth operational analysis, feasibility study,
  final Implementation and evaluation reporting of Patient Health Records (PHR) in the company
• Billing Transition Management - Successfully completed operations’ transition from Paper Patient Billing to
  E-billing, a 0.5 Mn USD annual savings project

Jul 2010 – Aug 2010
KPMG Taseer Hadi and Co., Islamabad
Audit Intern: Assigned to the statutory audit of a Telecom Sector client
• Audited Expenses, Cash & Bank and Related Party Heads
• Assisted in preparing Highlighted Memorandum and Management Letter

MBA FINAL YEAR PROJECT

Coca Cola Beverages Pakistan Limited – Product Extension: Bulk water
Strategic consulting covering a feasibility study for a product extension into Bulk water which includes competitor/industry analysis with respect to
distribution strategies, market research for consumption habits and critical areas to focus in order to determine financial viability

ACHIEVEMENTS & LEADERSHIP ROLES

• Led Pakistan’s delegation of 15 members at National University of Singapore Summer Program on Entrepreneurship - 2014
• Deans Honor List, KSBL 2013-15 and Deans Honor List, LUMS 2011-12
• Participated and got top position in Research Report in CFA Research Challenge, 2015
• Led LUMS Tennis Team to an unbeaten Season 2011-12
• Presented a paper on ‘The Impact of Ethical/Unethical Reputation on Bank Customers’ Behavior’ at Asia Pacific Business Research
  Conference, Kuala Lumpur 2012
• Won Star Award for excellence in the field “Academic Career” – 2006
• Got recognition in the book “Who is Who in Pakistan” for excellence in academics – 2006

INTEREST & ACTIVITIES

• Playing Tennis- Served as Vice President Sports Society {SLUMS} – 2012
• Community Service- Co-founded and served as Head of Marketing - Peshawar Youth Organization (PYO) – 2009
EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2012 - Present
Chartered Financial Analyst
Passed CFA level II exam

2009 - 2013
Lahore University of Management Sciences
B.Sc. Accounting and Finance

WORK EXPERIENCE

Jun 2014 – Sep 2014
Cyan Capital Private Limited Karachi, Pakistan
Summer Analyst
- Conducted an in-depth qualitative and quantitative analysis of various business groups in Pakistan.
- Created financial analysis reports and identified key trends of individual companies, as well as of business groups.
- Received training in Financial Modelling.

Jun 2013 - Dec 2014
Odesk Online Freelance Website
Financial and Business Analyst
- Finance and Accounts manager for a construction firm based in the USA. Handling 10 projects simultaneously.
- Developed a business model and financial statements for a clothing store in UK with 3-year projections.
- Finance advisor, planer and management accountant for an African company exporting jewelry to Europe.
- Prepared analytical reports on the E-commerce Industry of USA, Banks of Bangladesh and Tyre Industry of Saudi Arabia

Jun 2012 – Jul 2012
Engro Powergen Qadirpur Limited Karachi, Pakistan
Summer Intern
- Drafted the SOP for the Finance and Material Management Module of SAP.
- Formulated and organized data sheets for the company's tax and loan repayment schedules.
- Worked directly in preparing and consolidating the financial statements for the year end.

MBA FINAL YEAR PROJECT
ICI Pakistan – Launching a Lubricant Spray
Recommending a business and implementation plan after performing market research, feasibility tests and analysis, for a particular type of lubricant spray. Launching the product if it meets the required criteria of the company.

ACHIEVEMENTS & LEADERSHIP ROLES
- Elected as the Class Representative for the Batch of 2015 at KSBL for two consecutive years
- Vice President (2012-2013) of Dramaline, LUMS (Dramatic Society)
- Represented (Theatre Performance) Pakistan and LUMS in United Kingdom, Malaysia and Germany

INTEREST & ACTIVITIES
Cooking, Scrabble, Suduko, Squash, Travelling
SALMAN AHMED

Address: Flat 303, Block-4, Chappal Sun City, Near Kiran Hospital, Karachi
E-Mail: M2130025@ksbl.edu.pk, salman.ahmedd@outlook.com
Contact No.: 0346-2244320, 02134170647

2012 - 2015
UBL Intern

2013 - 2014
Iqra University BBA
Meezan Bank Intern
FICF Project
Sanofi FYP
KSBL (MBA)

EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2009 - 2013
Iqra University, Karachi
BBA (Hons)

WORK EXPERIENCE

Jun 2014 – Sep 2014
Meezan Bank Ltd.
Financial Innovation Challenge Fund

- Conducted value chain analysis of Spice Industry of Pakistan
- Identified ways to increase productivity by 25% in the spices industry after identifying challenges through market research
- Value-chain analysis of 5 sectors in Pakistan’s agriculture and food industry

Jun 2014 – Jul 2014
Meezan Bank Limited Karachi, Pakistan
Intern – Corporate Banking

- Analyzed financial performance of 6 companies and established their risk category based on their performance in most recent financial year
- Conducted industry analysis of 5 major industries of Pakistan to gauge the performance in recent financial year; various tools including growth rate, Trend/Seasonality, SWOT & PEST Analysis were used

Jul 2012 – Aug 2012
United Bank Limited Karachi, Pakistan
Summer Intern – Commercial Banking

- Met several clients and analyzed their credit facility prospects
- Assisted Operations Manager in internal audit of the bank

MBA FINAL YEAR PROJECT’

Sanofi Aventis - Branded generic launch project
- Recommended a market launch plan after performing market research and feasibility study
- Market research on effective sales techniques to market the product to general practitioners

ACHIEVEMENTS & LEADERSHIP ROLES

- Envisioned and organized SiMERGE’15, an inter-university national business competition
- Led ‘competition design’ team (responsibilities included preparing the whole event proceedings and designing the competition structure) in StrataQuest’14 at KSBL
- Founding member and President of Finance Club at KSBL

INTEREST & ACTIVITIES

- Reading articles on economic and financial trends
- Following cricket and football, playing cricket
EDUCATION

2013 - 2015  
Karachi School for Business and Leadership  
MBA

2008 - 2010  
University of Bedfordshire, UK  
BA (Hons.) Accounting

WORK EXPERIENCE

Jun 2014 – Jul 2014  
GSK Karachi, Pakistan  
Intern, Marketing Department  
- Responsible for design and delivery of ACUMEN – a knowledge-based program of Augmentin, GSK’s star brand  
- Developed competition design ideas, game format and coordinated with vendors for programming phase

Oct 2010 – Dec 2012  
MareetPte Ltd, Singapore  
Accounts Manager  
- Bookkeeping, coordinating vessel fixtures, pre and post-fixture documentation compliance, demurrage calculations and preparing bank instructions  
- Led efforts to implement MYOB accounting system; resulted in increased efficiency and time saving in the bookkeeping process

Jan 2008 – Mar 2008  
JCR VIS Credit Ratings Agency Karachi, Pakistan  
Intern  
- Performed ratio analysis and financial analysis for various clientele companies  
- Conducted due diligence for credit risk assessment

Jul 2005 – Aug 2005  
Ernest & Young Audit Firm Karachi, Pakistan  
Intern  
- Member of Audit teams responsible for annual audit of PARCO and SC Johnsons Pvt Ltd.  
- Responsible for audit of expenses account, sales, fixed assets account and inventory count of apparel stock and hotel inventory.

MBA FINAL YEAR PROJECT

Coca Cola Kinley Water project  
Detailed feasibility report of Kinley Bulk Water format in Karachi including competitor analysis, market research and financials of the distribution model

ACHIEVEMENTS & LEADERSHIP ROLES

- Achieved Top 3 ranking in MBA program at KSBL  
- Dean’s Honor List student at KSBL  
- Participated and got top position in Research Report in CFA Institute Research Challenge in Pakistan  
- Procured sponsorship for a country-wide competition hosted by KSBL wherein participants had to play Markstrat™, a marketing simulation developed by INSEAD

INTEREST & ACTIVITIES

- Chess, Table Tennis & Football  
- Fluent in Chinese & French; currently learning Russian  
- Writing for KSBL blog: ksbl.edu.pk/insider  
- Writing for own blog: ahoyvessel.blogspot.com
SYED MUZZAMMIL IMAM

Address:  B-312, Block-10, Federal B Area, Karachi, 75950.
E.-Mail:  Muzzammil_imam@hotmail.com, M150028@ksbl.edu.pk
Contact No.:  0346-2737974

2012 - 2015
Mushtaq & Co. Audit Trainee
University of Karachi MA Economics
Meezan Bank Intern
Lucky Cement Intern
Abbott Labs FYP
KSBL (MBA)

EDUCATION

2013 - 2015  Karachi School for Business and Leadership
MBA

2008 - 2013  University of Karachi (UoK)
MA Economics & Bachelor of Commerce

2008 - 2013  Institute of Chartered Accountants of Pakistan (ICAP)
CA Foundation & Intermediate

WORK EXPERIENCE

Jul 2014 – Aug 2014  Lucky Cement Limited
Management Intern, Supply Chain
- Worked with supervisor on developing and identification of Key Performance Indicators for Procurement department
- Analyzed departmental spending patterns for financial year 2013-14 to find 10 most important expenditure heads

Summer Intern, Corporate & Investment Banking Department
- Facilitated financial analysis and reporting of performance indicators and their comparison with past performance as per the bank’s financing parameters
- Prepared documentation of proposed credit limit for different means of financing for clients
- Liaised between Corporate Banking & Investment Dept. and Credit Approval Dept.

Jun 2012 – Aug 2013  Mushtaq & Company, Chartered Accountants
Audit Trainee, Audit & Assurance Department
- Planning and execution of statutory and system audits, half yearly reviews and physical stock verifications.
- Assisting clients in preparation of financial statements also presented audit findings and recommendations to clients.

MBA FINAL YEAR PROJECT

Abbott Laboratories Pakistan Limited - Herbal Feasibility Analysis
Designing the business plan for successful launch of herbal product line and follow up research

ACHIEVEMENTS & LEADERSHIP ROLES

- Won LUMS Synergies 2014 (Gauntlet), Management Simulation Competition of Markstrat
- Led Organizing Committee of Strata Quest’14
- Acted as Director Accommodations for Simerge’15 at KSBL

INTEREST & ACTIVITIES

- Volunteering as mentor and counselor at The Citizen Foundation (TCF)
- Keeping myself well-informed on national politics
**ZEESHAN JESSANI**

Address: 28-C, Platinum Housing Society, Garden West, Karachi.

E.-Mail: Jessani.zeeshan@gmail.com

Contact No.: 0334-3702996

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**2013**

<table>
<thead>
<tr>
<th>IoBM Graduate</th>
<th>Philips Pakistan Intern</th>
<th>CFA Challenge Finalist</th>
<th>ICI FYP</th>
<th>Morgan Stanley Sustainable Investment Participant</th>
<th>KSBL (MBA)</th>
</tr>
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</table>

**EDUCATION**

2013 - 2015  
**Karachi School for Business and Leadership**
**MBA**

2009 - 2013  
**Institute of Business Management**
**B.Sc. – Actuarial Sciences and Risk Management**

**WORK EXPERIENCE**

**Jun 2014 – Sep 2014**  
**Philips Pakistan Intern** – **Professional Channel**
- Involved in project management, strategy formation and designing, estimation and simulation for turnkey projects e.g. IBA Tower
- Analyzing and Feasibility Analysis of different projects.
- Designing and Estimation of lighting for Emporium Mall (Lahore)
- Negotiated with clients of Trans Asia Refinery and Tata Textiles
- Awarded best performer for proposing and implementation of renovation for school within a budget of 500k

**Jun 2013 – Aug 2013**  
**EFU Insurance Company Intern** – **Claims & Risk Management Departments**
- Involved in planning, structuring and implementation of interest rate for general insurance (car) polices
- Proposed a model for the interest rate modification of risk.
- Meeting with clients and analyzing their insurance prospects
- Reviewing and detailing of claims

**Jun 2009 – Present**  
**Institute of Professional Development Mentor / Teacher**
- Drafted and prepared the Standard operating procedure for the Finance and Material Management.
- Designing short certificate courses, their scheduling and pricing. Also negotiating with faculty for these courses.

**MBA FINAL YEAR PROJECT**

**ICI Pakistan – Launch a lubricant spray**
Recommend a business and implementation plan after performing market research, feasibility tests and analysis, for a particular type of lubricant spray. Launch the product if it meets the required criteria of the company.

**ACHIEVEMENTS & LEADERSHIP ROLES**

- Finalist CFA Institute Research Challenge 2015 Pakistan.
- Participant Morgan Stanley sustainable investment Challenge 2015.
- Winner of Synergies 2014: National MarkStrat competition at LUMS.
- Organized Siermerge and StratQuest as President HR society at KSBL
- Developed Time Series Analysis of Stock Prices of “EFU General Insurance Company” In Fall 2012

**INTEREST & ACTIVITIES**

Reading, Playing Chess, Crosswords, Sudoku, Checkers, Football and Table tennis
**MUHAMMAD ATIF IQBAL**

Address: House # F/56 St # 6, near Kausar Masjid, Canal Town, Nasir Bagh Road, Peshawar  
E-Mail: attiqbal@hotmail.com  
Contact No.: 0345-9186918, 091-5611160

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<td>Sciences</td>
<td>PPL</td>
<td>SpiraxSarco</td>
<td>EPCL</td>
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<tr>
<td>Member</td>
<td>BBA</td>
<td>Intern</td>
<td>Intern</td>
<td>FYP</td>
<td>(MBA)</td>
</tr>
</tbody>
</table>

**EDUCATION**

2013 - 2015  
Karachi School For Business and Leadership  
MBA

2008 - 2012  
Institute of Management Sciences Peshawar  
BBA (Hons), Majors in HRM

**WORK EXPERIENCE**

**Jun 2014 - Aug 2014**  
Pakistan Petroleum Limited, H.O Karachi  
Intern, Human Resource Department

- Assisted in assessing annual Increments and promotion exercise  
- Handled employee grievances  
- Worked on improving the Memo sending procedures (e-mail memos, mail merge)

**Aug 2014 - Sep 2014**  
SpiraxSarco, H.O Karachi, Pakistan  
Intern, Human Resource Department

- Assisted in recruitment of technical staff  
- Helped in drafting of policies and revised the salary structure of “Application Engineers”  
- Worked on allocating Technicians to different clients

**MBA FINAL YEAR PROJECT’**

Engro Foods Limited: In-Depth study of Omore’s Cups Segment  
Analyzing factors that are contributing to the downfall of cups category in frozen desert industry and recommending an action plan to revive this category.

**ACHIEVEMENTS & LEADERSHIP ROLES**

- Vice-President of KSBL HR Club (2013-14)  
- Conducted research on factors affecting the transfer of learning from individual to organization  
- Studied effects of education on salaries & wages of blue-collar jobs  
- Director KSBL Finance Club (2014-15)  
- Organized and conducted educational & recreational activities for under privileged children as Director Youth for Peace, Peshawar (2010-12)  
- Member of British Council’s Active Citizen Program

**INTEREST & ACTIVITIES**

Trekking and Hiking, Hunting
MUSTAFA CHAUDHRY

Address: 149/3, Soldier Bazar, Karachi, Pakistan.
E-Mail: M2130018@ksbl.edu.pk, mustafa.chaudhry@outlook.com
Contact No.: 0331-2258068, 0346-5021012

EDUCATION

2013 - 2015  Karachi School For Business and Leadership  
MBA

2008 - 2012  KASBIT  
BBA – Management Sciences

WORK EXPERIENCE

May 2014 – Jul 2014  Burque Corporation (Pvt) Ltd.  
Intern, Human Resources
• Recommended policies for initiating Management Trainee Program.
• Assisted in talent acquisition and recruitment activities.
• Performed critical analysis of current HR activities through close observation of ongoing implementation of ERP and recommended appropriate solutions.

Jan 2012 - Present  Freelance Work  
Sales and trading of smartphones and tablets in collaboration with Swift Connections within social and professional network

Associate HR Consultant
• Conducted one-to-one interviews with employees to create As-Is profiles as part of Diagnostic Review project.
• Screening and shortlisting of candidates for executive search & placement for various corporate clients.
• Additionally responsible for managing daily accounts, payments and receipts

Intern, Human Resources
• Developed process flowcharts for effective and smooth functioning in HR activities.
• Processing of loans and advances for employees.
• Coordination with branch staff regarding their problems and issues.
• Developed Organograms of different departments and branches.

MBA FINAL YEAR PROJECT

Sanofi Pakistan- Branded Generic Launch Project
Developing an innovative marketing campaign that will contribute to gaining competitive advantage and simultaneously sustaining leadership position in pharma sector.

ACHIEVEMENTS & LEADERSHIP ROLES

• Event Planner & Coordinator for several events (corporate dinners, welcome party etc) at KSBL
• Director Logistics/ Admin for the event “KSBL StrataQuest ’14”
• Captain of winning team at KASBIT Cricket Cup 2009
• Recipient of 50% scholarship on merit by KASBIT for BBA program

INTEREST & ACTIVITIES

• Event Management
• Keen interest in research and planning for innovative small business ventures
• Sports activities: Cricket, Football and Snooker
UME FARWA MUSAVI

Address: Flat no: 609/A, Commercial # 9, Rado Hill View, Gulistan-e-Johar, Karachi.
E.-Mail: farwa.musavi@gmail.com
Contact No.: 0331-8887275

EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2008 - 2012
Sukkur Institute of Business Administration
BBA – Human Resource Management

WORK EXPERIENCE

Jul 2014 – Aug 2014
Lucky Cement Ltd. Karachi, Pakistan
Intern, HR Department
• Screened CVs for managerial positions for a forthcoming venture of YBG
• Worked with talent acquisition team to build a talent pool of potential candidates
• Learned to work with e-skills used to conduct various trainings

Jun 2011 – July 2011
Shell Tameer Sukkur, Pakistan
Project Intern
• Conducted two Bright Ideas Workshops for young participants [aged 18-24 yrs]
• Prepared Business Plan on Value Packaging
• Developed a Social Action Plan for Community Development with a team of 6 people

MBA FINAL YEAR PROJECT

Nestle-Shopper’s Study
A comprehensive market research on Channel Development and visibility for growth of noodle and juice category

ACHIEVEMENTS & LEADERSHIP ROLES

• Presented research paper on ‘Determinants of Gold Prices’ at UMT Lahore
• Scholarship Holder at KSBL
• Designed official flag for IBA Sukkur
• Participated in Declamation Competition at IBA Sukkur, 2010

INTEREST & ACTIVITIES

• General Secretary of HR and Leadership Club
• Read Business Insider and novels
• Play tennis
AHMED JAMSHED

Address: 632-C, St. 39, NPF, Sector E-11/3, Islamabad
E-Mail: ahmedj.jimmy@gmail.com, m150036@ksbl.edu.pk
Contact No.: +92 333 5474877, +92 51 2222027

EDUCATION

2013 - 2015  Karachi School for Business & Leadership
Master of Business Administration

2007 - 2011  Bahria University, Islamabad
Bachelor of Business Administration (Finance)

2005 - 2007  Cadet College Hasan Abdal
HSSC & SSC

WORK EXPERIENCE

Aug 2014 – Sep 2014  United Arab Shipping Company (S.A.G.)
Intern, Commercial
- Implemented market trends that represented in full capacity sales of 28000 TEUs
- Improved the average documentation process from 2.5 hrs to 15 mins
- Focused on managing containers, crew staffing and port operations for holistic view

Jun 2014 - Jul 2014  Pakistan Petroleum Limited
Intern, Human Resources
- Facilitated with promotion profiles and scheduled interviews for the panel
- Revised JDs of senior & junior Executives with training & need analysis reports

Feb 2012 - Aug 2013  SNL Financial
Research Analyst, Product Operations Department
- Provided the highest level of product support to over 800 International client base across US, Europe and Asia-Pacific
- Consulted on research & analysis and templates to Industry Analysts and international clients
- Gained customer satisfaction of 97.5% through excellence in departmental operations

Jul 2010 - Sep 2010  ITC Logistics (Pvt.) Ltd.
Intern, Operations
- Formulated SOPs to administer Trucking Fleet & generated Vehicle Management Reports
- Analyzed quotations & assisted to setup a Grid Station contract to PEL in Faisalabad

MBA FINAL YEAR PROJECT

L’Oreal Pakistan - Garnier Men
Understanding consumer attitudes, purchase cues & patterns of Garnier Men product line

ACHIEVEMENTS & LEADERSHIP ROLES

- Team Lead, life changing project ‘Aspire with Care’ conducted by Aspire Nurturing Potential at Saint Joseph’s Hospice Mar - May ’10
- Founding Member & Vice President of KSBL Adventure & Social Club (KAS) ’14
- Led a team from Bahria University in Debating Championship at NUST’ 10
- Founder & President of Bookword, Bahria University Book Club, 2009-11
- President of College Hiking & Mountaineering Club (CCH), 2006-07 & Captain of College Riding Team (CCH), 2006-07
- Member Board of Editors & Writers College Magazine “Abdalian”, 2006-07

INTEREST & ACTIVITIES

- Exploring cultures & traditions
- Interested in Sufi Musical Genres
- Chess, Table Tennis, Swimming, Horse Riding, Basketball & Hiking
EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2008 - 2012
Textile Institute of Pakistan
BBA - Hons, Apparel Manufacturing and Merchandising

WORK EXPERIENCE

Jun 2012 - Dec 2012
Artistic Milliners (Pvt) Ltd., Karachi, Pakistan
Management Trainee, Industrial Engineering Department
- Established control layout, to reduce air-shipments for GAP Inc.
- Conducted quality audit for GAP Inc. and associated brands at 2 production facilities
- Designed and implemented the machinery management system with Chief Mechanic and ERP/IT team
- Re-engineered thread consumption process
- Trained colleagues for SMV calculation

Dec 2012 - Aug 2013
Textile Institute of Pakistan, Karachi, Pakistan
Co-Trainer, Chemonics (a USAID firm)
Project: SME Development of the Knitted Garments Manufacturing Sector at Karachi
- Designed and delivered training on Production Planning and Management Module
- Established training schedule for 5 modules and over 50 trainings
- Managed team of 7 consultants
- Formulated KPIs to evaluate consultants’ performance
- Managed communication and ensured timely deliverable submissions to Chemonics

Jul 2014 - Sep 2014
Lucky Commodities (YBG), Karachi, Pakistan
Summer Intern, Research and Business Development
- Conducted market study and feasibility analysis for multiple commodities
- Assigned credit limits and gathered qualitative feedback from consumers
- Re-established communication with dormant customers
- Generated leads for potential segments and clients

MBA FINAL YEAR PROJECT
Marketing feasibility of Wood Plastic Composite (WPC) for Engro Polymer & Chemicals Ltd.
Analyzed the local and global WPC market, to propose EPCL a domestic market development strategy including imports and local manufacturing options for WPC

ACHIEVEMENTS & LEADERSHIP ROLES
- Freelancing Projects; Content Writing / Conducting market research / Developing business and warehouse feasibility proposals
- Managed planning & scheduling division of KSBL Strata Quest - 2014
- Led Marketing Research project to identify key influencing factors, consumer perceptions and brand alignments for 6 competitor lawn brands, 2014
- Cum-Laude at Textile Institute of Pakistan - 2012

INTEREST & ACTIVITIES
- Volunteer at The Citizen Foundation as ‘Rehbar’ and ‘Career Counsellor’ (2013 to date)
- Horticulture
BARIYA FAIZAN

Address: Flat. No: B-36,SB-II, Gulshan-e-Amen Plaza, Rashid Minhas Road, F.B.Area, Block-21, Karachi
E-Mail: bariya.faizan21@gmail.com
Contact No.: 0336-8563982, 021-36413526

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2005 - 2010
University of Karachi
Bachelors Pharm-D

WORK EXPERIENCE

Aug 2014 - Sep 2014
Eli Lilly Pakistan Private limited
Intern, Marketing Department
• Planned & executed hajj campaign for educating diabetic patients
• Updated & translated EVA (Educational Visual Aid) in English & Urdu used to educate diabetic patients

Jun 2014 - Jul 2014
Ogilvy & Mather, Karachi, Pakistan
Intern, Planning Department
• Conducted qualitative research on evolution of Pakistani drama from "18th century till present" and presented it as research work to advertisers
• Assisted in secondary research used for making advertising briefs
• Supported in developing pitches on national accounts, including Igloo, Tang, Tapal and Bank Alfalah

Jan 2013 - Aug 2013
Dermalogica Pakistan, Karachi
Marketing Executive, Sales & Marketing Department
• Designed & implemented market audit plan for Salons to analyze declining sales
• Worked extensively on the monitoring & reporting of sales team

May 2012 - Dec 2012
Epla Laboratories, Karachi, Pakistan
Quality Control Officer
• Exercised quality assurance of product from raw material to finished product
• Screened packaging material standards and quality
• Documented all the records for chemical, instrumental and packaging testing

MBA FINAL YEAR PROJECT

Nestle Pakistan –Channel Development & Visibility
Marketing Research to find Trade marketing solutions for growth of Noodles and Juice Category

ACHIEVEMENTS & LEADERSHIP ROLES

• Won Mark Strat (Harvard Business School Simulation) based competition at Synergies ’14, hosted by LUMS
• Materialized sponsorship deals with several organizations including Nestle, Engro, Unilever, Shezan and Igloo for Strata Quest 2014
• Director Sponsorship SiMERGE 2015
• Launched "Overnight Repair Serum" in Karachi in 10 days

INTEREST & ACTIVITIES

Reading literature, Volunteer Work for TCF, Travelling, Cooking
# DANISH MUHAMMAD HAROON

**Address:** G-1, Fahad Palace, Plot 51, Block 3, Sharfabad, B.M.C.H.S, Karachi, Pakistan.
**E-Mail:** danish_haroon@gmail.com
**Contact No.:** +92-315-8974822, +92-21-34132883

## EDUCATION

<table>
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<tr>
<th>2013 - 2015</th>
<th>Karachi School for Business &amp; Leadership</th>
<th>MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008 - 2012</td>
<td>FAST NUCES, Karachi</td>
<td>BS, Telecommunication Engineering</td>
</tr>
</tbody>
</table>

## WORK EXPERIENCE

### Jun 2014 - Present

**Ephlux Karachi, Pakistan**  
CX Idea Engineer, Business Development  
- Generated 2 leads as part of the global alliance and partnership drive during GITEX’14  
- Provided consultancy to Aman foundation, to help increase each ambulance’s efficiency by 38 percent  
- Formulated a business idea for Doroob to enable them to increase their net profits by Rs.56.49 Mn/month.

### Jun 2014 - Aug 2014

**Abbott Pakistan**  
Intern, Marketing (Established Pharmaceuticals)  
- Conducted marketing research to gauge the campaign effectiveness of Froben and Duphalac  
- Developed a model to classify 3,297 medical stores nationwide for effective brand category management

### Jun 2012 - Feb 2013

**Micro World Karachi, Pakistan**  
Team Lead-Deployment (South)  
- Supervised the daily on-field operations of 47 new site installations, and 32 equipment upgradations  
- Acted as the point of contact between Mobilink, Alcatel Lucent, and on-field teams  
- Conducted resource management, project planning, and execution  
- Used predictive analysis in order to win bids for 14 civil projects of Zong, CMPK worth Rs.2.1 Mn

## MBA FINAL YEAR PROJECT

**ICI-Market Research and Commercialization of Multipurpose Lubricant Spray**  
- Analyzed market landscape and associated risks of launching a lubricant spray in the Pakistani market.  
- Developed a business plan and proposed the value chain intermediaries for the pilot run.

## ACHIEVEMENTS & LEADERSHIP ROLES

- Organized Pakistan’s first international robotic competition named National Robo League’12. The competition was held in collaboration between FAST NUCES, Karachi and Indian Institute of Technology (IIT), Bombay.  
- Achieved 1st position in KE Challenge (i.e. Data Sciences), Pakathon Global ’14.  
- Earned 1st position in Markstrat (i.e. Business Simulation), Synergies’14, LUMS.

## INTEREST & ACTIVITIES

- Pursuing data sciences related projects  
- Watching reality shows  
- Playing Table tennis
HAMID ALI SIDIQUI

Address: C-34, Block N, North Nazimabad, Karachi.
E-Mail: m2130041@ksbl.edu.pk, hamidali2@yahoo.com
Contact No.: 92-321-3812760, 92-213-6640875

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2009 - 2010
Hamdard University, Karachi
MBA – Finance & Marketing

2006
University of Karachi
B.Com

WORK EXPERIENCE

2013 - Present
Celebrations
Event Consultant
- Provide event management and catering services for various trade shows, workshops, seminars and conferences for corporate and private clients

2010 - Present
Generating Employment Alternative for Self-Reliance (G.E.A.R)
General Secretary
- Review and approve business plans by upcoming entrepreneurs
- Assist in execution of business plans
- Maintain record of funding and monthly collections
- Utilize networks for Fund Raising

2010 - Present
Business Links International Pvt. Ltd
Director
- Play an advisory role in business development and strategic decisions

2009 - Present
Daim Pak Pvt Ltd
Director Marketing & Sales
- Marketing of Aluminum Caps to all Pharmaceuticals in Pakistan
- Building Relationships with Customers
- Planning & Scheduling of Orders & Recovery of Outstanding Payments
- Correspondence with Factory Manager & Production Staff
- Sales efforts achieved an increase from Rs.50,000 to Rs.15 Million per month and Customer base increased from 3 to more than 20 Pharmaceuticals & Food Companies including MNCs & Local organizations

MBA FINAL YEAR PROJECT

Engro Foods Limited – Omore Frozen Dessert
Market Research for Brand Growth & Flavor Innovations of 750ml Tub-Segment

ACHIEVEMENTS & LEADERSHIP ROLES

- Distributed Hamper (Food) Bags worth Rs.3.5M to 4.0M to over 1200 needy families all over Karachi during the Holy month of Ramadan since the last 4 years
- Achieved cost savings of 20% through direct purchase from Companies under CSR and using personal channels for discounts
- Secured 1st Position & Gold Medal (CGPA = 3.84) as well as Merit-based Scholarship at Hamdard University
- Conducted market research on post launch analysis of Engro - Mabrook Milk Shops

INTEREST & ACTIVITIES

Travelling, Networking, Cooking, Social Work
HAMZA SHAIKH

Address: B 54, Block - 3A, Gulistan-e-Jauhar, Karachi.
E-Mail: m2130009@ksbl.edu.pk, hamzashaikh1989@gmail.com
Contact No.: 0347-2095646

Searle PCS Bahria University Abbott EBM KSBL
Intern Intern BBA Intern FYP (MBA)

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2008 - 2012
Bahria University, Karachi
BBA – Marketing

WORK EXPERIENCE

Jun 2014 - Aug 2014
Abbott Laboratories, Karachi
Intern, Marketing Department (Existing Product Division)
- Assisted Brand Manager in redesigning of Brufen and Iberet-folic campaigns
- Visited distributor and various chemists to understand the distribution and retail system of the company
- Designed new literature for Brufen suspension
- Attended training sessions on marketing research, pharmacovigilance, advertising and promotion, etc.

Jun 2012 - Jul 2012
Pakistan Cargo Services, Karachi
Intern, Marketing and Sales Department
- Visited key clients with the Marketing Manager to understand the business dynamics
- Studied IATA guidelines and procedures
- Compiled a list of potential clients for the company

Jun 2010 - Jul 2010
Searle Pakistan Limited, Karachi
Intern, Marketing Department (International Business Division)
- Learned about marketing techniques employed in various countries
- Studied order dispatch and new product registration procedure
- Collected relevant data from IMS Blue and Black books

MBA FINAL YEAR PROJECT’

English Biscuit Manufacturers–Image and Perception of Peek Freans
To provide recommendations on effective promotion of corporate image based on identification of strengths and weaknesses of corporate brand as perceived by customer perception

ACHIEVEMENTS & LEADERSHIP ROLES

- Part of organizing team for StrataQuest 2014 and OPEN 2013 held at KSBL
- Member of the Marketing and Research Society and Supply Chain Society at KSBL
- Attended IBLC (2011), AIMS (2012), SRC (2010) and various conferences at KSBL, IBA, Bahria and SZABIST

INTEREST & ACTIVITIES

- Reading books and magazines
- Watching documentary films related to current affairs, history, economy, health, and religion
- Swimming, body building and fitness workouts
KHUBAB AHMED

Address: A-112, Block ‘C’, Gulshan e Jamal, Karachi
E-Mail: khubabahmed@msn.com, m2130046@ksbl.org
Contact No.: 03333451942

Bahria University BBA
Boom Group Freelance
Ogilvy & Mather Intern
Colgate Palmolive Intern
L’Oreal Pakistan FYP
KSBL (MBA)

EDUCATION

2013 - 2015 Karachi School for Business & Leadership MBA

2009 - 2013 Bahria University Karachi Campus
BBA (Marketing)

WORK EXPERIENCE

Jul 2014 – Sep 2014 Colgate Palmolive Pakistan Marketing Intern
- Conducted market research to gauge consumer perception on dishwashing detergent.
- Oversaw BTL activity of ‘Lemon Max Ultra’ being conducted in Karachi at the time.
- Proposed a Door-to-Door-Sales activation plan for Lemon Max Liquid. (to be executed in December 2014)

May 2014 – Jul 2014 Ogilvy & Mather, Pakistan Intern Accounts Management
- Served as a part of the British American Tobacco accounts management team.
- Actively coordinated with clients & proposed plans for Gold Flake internal branding projects.
- Negotiated with vendors on a few media releases and graphic designing projects.

Mar 2013 – Sep 2013 Boom Group Pakistan Freelance Project Coordinator
- Was part of the project for optimizing operations and developing database management system specifically designed for efficient supply chain, inventory and human resource management
- Founding member of a Magazine “Clean Pakistan”.

MBA FINAL YEAR PROJECT’

L’Oreal Pakistan - Garnier Men Understanding consumer attitudes, behavior, purchase cues & buying patterns of Garnier Men product line.

ACHIEVEMENTS & LEADERSHIP ROLES

- Part of 2-member design team for KSBL Graduate Directory 2014 & 2015
- Conducted research on ‘Purchase behavior and factors leading to impulse shopping’ for Naheed Super Market, 2013
- Served as Head of Media and Publications in Bahria University Model United Nations Conference (2012)
- Won Several Medals in Sindh Open Swimming Championship from 2002-2008
- Under 18 Best Junior Rifle Shooter of Pakistan 2008
- Served as a Volunteer for DAWN “All about Lifestyles” Exhibition

INTEREST & ACTIVITIES

- Computer Skills: MS Office Professional, SPSS, Graphic Designing
- Social Welfare: Served as mentor at TCF and volunteered for other NGOs
- Leisure/ Sports: E-Games, Swimming, Snorkeling & Scuba diving
MIR RAFAY HUSSAIN

Address: A-32, Block 15, Gulistan-e-Jauhar, Karachi
E-Mail: rafayhussain@hotmail.com, mirrafayhussain@gmail.com
Contact No.: 0345 2220227


SSUET Orin Energy LUMS Synergies Reon Energy Dabur KSBL
BS - Electronics Trainee Engineer Winner Intern FYP (MBA)

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2005 - 2012
Sir Syed University
B.S Electronic Engineering

WORK EXPERIENCE

Jul 2014 – Aug 2014
Reon Energy Solutions Karachi, Pakistan.
Internee, Business Development

• Developed a complete Business plan for their distributors
• Partnered in setting up sales forecast and projected returns over the next few years.

Sep 2010 – Feb 2012
Orient Energy Systems, Karachi
Trainee Engineer, After Sales Department

• Recommended for an opening in After-Sales Department within 3 months based on strong persuasive skills (Initially hired in Product Support Department).
• Formulated a policy for managing credit days and setting up the discount percentages for the customers.
• Planned inventory forecasting and analyzed annual maintenance contracts.

MBA FINAL YEAR PROJECT

Dabur - Market Research on Baby Care Products.
This project is intended to gauge the purchasing behavior of customers pertaining to baby care products, identify key customer segments, understand the main factors which influence their decision making process, find out perceptions & receptiveness of existing brands as well as of Dabur as an herbal brand in the market. On the basis of those findings and insights propose a broader marketing strategy covering the 5 P’S and STP.

ACHIEVEMENTS & LEADERSHIP ROLES

• Winner of LUMS Synergies Gauntlet 14’ - A Marketing Simulation based competition.
• Chaired Strategic Division of StrataQuest 14’.
• Captained my football club to All Karachi Overseas Tournament triumph.
• Materialized a deal in an unexplored territory, securing annual maintenance contract with Aga Khan Schools.

INTEREST & ACTIVITIES

• Volunteer for the counseling of underprivileged school going students at TCF.
• Member of AMrketng Research Club and KSBL Adventure Society.
• Completed more than 20 freelance academic writing projects.
• Networking and Socializing.
MOHSIN AQEEL PURI

Address: A-435, Street 10, Block L, North Nazimabad, Karachi
E-Mail: Mohsinpuri@hotmail.com
Contact No.: 0345-2723391

 EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2007 - 2011
IQRA University, Karachi
BBA (Hons.)

 WORK EXPERIENCE

Jun 2014 – Jul 2014
Agha Khan University Hospital, Karachi
Summer Intern, Patient Business Service Development
• Worked with the PBSD and Welfare department to devise a strategy for improving patient service levels
• Led and coordinated a team of 5 interns during the initial research phase which provided the basis for analyzing the PBSD practice disparities
• Advised and provided implementable recommendations to improve the distribution of welfare funds as well as process improvements

Jun 2012 – Jul 2012
TCS Pvt. Ltd, Head Office, Karachi
Summer Intern
• Initiated and designed an improved salary and taxation model
• Conducted a study to identify gaps in the existing Payroll Model
• Recommended system improvements

 MBA FINAL YEAR PROJECT’

Abbott Pharmaceuticals – Abbott Naturals Market Feasibility
To assess the business feasibility of entering into the herbal (natural cure) brands

 ACHIEVEMENTS & LEADERSHIP ROLES

• Organized Sports Week for 100 participants as Vice President KSBL Sports Society, 2014-15
• Chief Coordinator SiMerge’15 and StrataQuest’14
• Researched and wrote a term paper with a 6-member team on “Economic Development of Major FMCGs”
• Captain, Evolution Football Club, 2007 to present
• Developed and presented an advertising brief for Domino’s Pizza and Toni & Guy as part of a course on Advertising at KSBL
• Won the P&G Inter University Champions League with IQRA University, 2013
• Earned 3rd position in AKUH Inter university Football Championship, 2013
• Competed in the HEC National Athletics Championship, 2012

 INTEREST & ACTIVITIES

• Pro Bono work at Dar ulSukun
• Football, Athletics, Travelling, Trekking
• Reading articles on marketing and branding tools employed in entrepreneurial ventures
MUHAMMAD ABSAR HUSSAIN

Address: Flat 807/C Marine Drive Apartments near Indus Valley School, Clifton, Karachi
E-Mail: Hussain_absar@yahoo.com
Contact No.: 0306-3653474

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2009 - 2013
Sukkur Institute of Business Administration
BBA, Marketing

WORK EXPERIENCE

Aug 2014 - Sept 2014
Meezan Bank Limited, Head Office Karachi
Intern, Product Development Department
• Worked on a project to conduct primary and secondary research covering the entire value chain of Date Palm sector
• Analyzed financial needs and problems of members in supply chain
• Prepared feasibility report and recommendations for financing of SMEs

Jun 2014 – Jul 2014
Pakistan State Oil, Head Office Karachi
Intern, Consumer Sales
• Analyzed raw data using variables such as product and customer type, SKU and cost
• Designed template for easy analysis and presentation
• Prepared report on sales data

Jun 2012 – Aug 2012
Siemens Pakistan Engineering Company, Head Office Karachi
Intern
• Managed and reported post sales customer experiences based on feedback collected through telephone survey
• Recommended the best supplier as per customer requirements from a pre-approved supplier list
• Helped maintain the records of daily transactions and account updates

MBA FINAL YEAR PROJECT

Engro Foods: Omore Ice cream
An in-depth study on specific segment with declining revenue despite brand growth and flavor innovations. Includes competitive, pricing and consumption study along with recommendations.

ACHIEVEMENTS & LEADERSHIP ROLES

• Honorary Mention at NUST Model UN
• Led my team in CIMA global Challenge 2012

INTEREST & ACTIVITIES

• Volunteering for providing support, tutorials and counselling for children of janitorial staff at IBA Sukkur
• Studying and following technological innovations in Pakistan, published in Spider, Mashable and Computing
• Reading up on global political affairs
# MUHAMMAD ARSALAN ANWAR GORIZA

**Address:** 13-B/II, Khayaban-e-Badban, Phase 7, D.H.A, Karachi  
**E-Mail:** arsalan_goraya@hotmail.com  
**Contact No.:** 0323-2316532, 021-35897417

<table>
<thead>
<tr>
<th>2012</th>
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<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICI Pakistan Intern</td>
<td>University of Nottingham BA (Hons)</td>
<td>SpiraxSarco Intern</td>
<td>L’Oreal Pakistan FYP</td>
<td>KSBL MBA</td>
</tr>
</tbody>
</table>

## EDUCATION

- **2013 - 2015**  
  **Karachi School For Business and Leadership**  
  MBA
- **2010 - 2013**  
  **The University of Nottingham**  
  BA (Hons) – Business Economics & Management

## WORK EXPERIENCE

- **Jun 2014 – Jul 2014**  
  **SpiraxSarco, H.O Karachi, Pakistan**  
  Summer Intern, Marketing Dept.  
  - Involved in sales, marketing and promotional activities  
  - Coordinated with internal departments including finance, customer service and sales for better analysis of market data

- **Jul 2012 – Aug 2012**  
  **ICI Pakistan Limited**  
  Summer Intern, Marketing Dept.  
  - Involved in planning and implementation of marketing and promotional plans  
  - Assisted Marketing Executive in planning and market research  
  - Supported in ongoing projects and various duties as needed  
  - Coordinated with internal departments including finance, customer service and sales for better analysis of the market data.

## MBA FINAL YEAR PROJECT

**L’Oreal Pakistan**  
- Understanding and identifying customer and consumer behavior, attitude and buying decision patterns of Garnier Men product line  
- Performing qualitative and quantitative analysis and formulation of a marketing strategy

## ACHIEVEMENTS & LEADERSHIP ROLES

- Led the Sindh team in Pakistan Golf Open Championship 2005  
- Won the Pakistan Golf Open Championship 2005  
- Straight A’s in A levels  
- Earned 25% high achiever’s scholarship for undergraduate

## INTEREST & ACTIVITIES

Golf, Cricket & Fitness Training
Educational Background

2013 - 2015  
Karachi School For Business and Leadership  
MBA

2007 - 2010  
NED University of Engineering & Technology  
BE – Mechanical Engineering

Work Experience

Jun 2014 – Aug 2014  
SpiraxSarco – Sales Dept  
- Responsible for sales and services of the clients  
- Developed a Marketing plan for the existing customer base

Jul 2011 – Aug 2013  
SpiraxSarco – Engineering Dept.  
Application Engineer  
- Involved in planning and implementation of all sorts of plants, equipment and calibration  
- Installed & Commissioned Control valves at various Multi National Client’s site including P&G, Nestle, Kraft Foods(’Mondeleez’) and GSK resulting in energy cost savings of upto 30%  
- Conducted Steam traps survey and optimized energy conservation at Packages, Kassim Textiles, Younis Textiles & Getz Pharma resulting in energy conservation of approx. 25%  
- Made feasibility for Al-Karam Textiles and JNP Coats and deployed flow meters and flow computers  
- Training provided to a team of 5 Tecilant Engineers (Haggler and Bailey) Company & “DALDA FOODS”  
- Deployed Controllers using PID system for control of industrial process at Engro Zerkhaiz, Engro Polymer, Aga khan Hospital & SM Denim

Jan 2011 – Jun 2011  
Orient Energy & Systems Pvt. Ltd  
Trainee Engineer  
- Looked after Engine Trouble-Shooting  
- Maintained Engine Log Book & Status  
- Involved in K.E.S.C Project Development

MBA Final Year Project

L’Oreal Pakistan – Understanding consumer attitudes and behaviors along with buying decisions and patterns of Garnier Men product line.

Achievements & Leadership Roles

- Designed & developed facility layout for a gas Engine Power Plant (2010)  
- Awarded Best Strategist in ‘Markstrax’ INSEAD’s marketing simulation  
- Member of ASME (American Society of Mechanical Engineers)  
- 1st Position in English Debate at DHA College 2005  
- 1st Position in Science Exhibition (Hydraulic Lift) 2004  
- Captained winning team of Mechanical Department Cricket Tournament at NED  
- Organized first ever Sports Week for 100 participants as President of SRC (Sports Recreational Club) KSBL, 2014-15  
- Captained winning Cricket team at KSBL Sports Week 2015

Interest & Activities

- Reading Quran, Books and Travelling  
- Interested in Collecting Coins & Working out  
- Playing Cricket & Football  
- Public Speaking  
- Volunteering at TCF and Kehkashan Trust
**WORK EXPERIENCE**

**Jun 2014 – Aug 2012**
**Chevron, Karachi, Pakistan**
*Intern, Sales & Marketing department of Chevron*
- Conducted in depth research for South district sales analysis report
- Developed a collaborative sales campaign activity with Engro Foods product “Olpers Lassi” to increase sales and generate traffic on Fuel Stations in South of Karachi
- Devised a marketing strategy to increase sales in relevant customer category through field research at 250 Caltex Fuel stations

**July 2012 – Aug 2012**
**Faysal Bank Karachi, Pakistan**
*Intern, Consumer Finance Division*
- Involved in planning and implementation of yearly targets for Sales force of Credit Card and BTF Loans along with the employee’s training and development program
- Development of Incentive Plan for Sales Force
- Created a Media Plan for Faysal Bank BTF Loan and Credit Cards campaign
- Conducted In-depth Employee Research for short-comings in Consumer Finance Dept

**Aug 2011 – Sept 2011**
**Engro Foods Ltd., Karachi, Pakistan**
*Intern, Marketing Department*
- Conducted research on advertisement strategies for the Foods Division’s Product line
- Developed a Marketing Research Report for measurement of advertisement effectiveness
- Conducted in-field Research for Olfrute brand to analyze its sales in Karachi

**Dec 2010 – Jan 2011**
**Abbott Laboratories Karachi, Pakistan**
*Internship*
- Worked on developing a series of Motivational videos for Abbott’s 2010 Annual Sales conference.
- Conducted in depth research of the generic drug producing competitors of Abbott’s products

**MBA FINAL YEAR PROJECT**

**Abbott Laboratories, Launch of a New Herbal Product Line**
In depth research on product positioning and launch of new product category

**ACHIEVEMENTS & LEADERSHIP ROLES**
- Vice President LSEPhotography Society (LSEPSI), March 2012- May 2013
- President of KSBL Photography & Media Society from September 2013 to July 2014
- Awarded Sportsman of the Year 2015 at KSBL

**INTEREST & ACTIVITIES**
- Landscape and Abstract Photography
- Listening to Music, Pakistani & Western Genre
- Watching and Playing Football and Cricket.
### WORK EXPERIENCE

**Abbott Laboratories (Pakistan) Limited**  
Marketing Intern - Established Pharmaceutical Division  

- Jul 2014 – Aug 2014  
- Assigned to gauge the effectiveness of existing marketing campaign, the brand association and TOM recall of Epival and Brifen, a combined portfolio worth more than PKR 100 Crore.  
- Managed strict project deadline successfully by coordinating with the team and collaborating with various District Sales Managers.  
- Designed questionnaires, conducted field research, interviewed 50 doctors of the respective therapeutic area for each brand.  
- Highlighted that more resources should be utilized to train the Medical Reps since 70% doctors consider their briefing to be more influential than the promotional literature.

**Nestlé Pakistan**  
Channel Development & Visibility Solutions for Instant Noodles & Juice Categories  

- Jul 2013 – Mar 2015  
- Responsible for conducting a comprehensive market research on shopper’s behavior in 5 key accounts to increase the current 30% and 35% market share of Instant Noodles and Juice categories.  
- Devising a strategy for Nestlé to increase both categories via trade marketing solutions and hotspot optimization.

**MBA FINAL YEAR PROJECT’**

**Nestlé Pakistan**  
Channel Development & Visibility Solutions for Instant Noodles & Juice Categories  

- Responsible for conducting a comprehensive market research on shopper’s behavior in 5 key accounts to increase the current 30% and 35% market share of Instant Noodles and Juice categories.  
- Devising a strategy for Nestlé to increase both categories via trade marketing solutions and hotspot optimization.

### ACHIEVEMENTS & LEADERSHIP ROLES

- Volunteered as a student counselor & a teacher at The Citizen’s Foundation (TCF).  
- Served as Vice President of the Human Resource & Leadership club at KSBL.  
- Headed Writing & Publication and External Publicity department at KSBL SiMERGE.  
- Managed funds as a Treasurer at Islamic Society in The University of Nottingham.  
- Appointed captain of the football team in college.  
- Awarded numerous certificates and medals in various sporting activities such as Football, Futsal, Table Tennis and Cricket in college and the university.

### INTEREST & ACTIVITIES

- Proficient in Microsoft Office including MS Project; and SPSS.  
- Excellent interpersonal and communication skills.  
- Community Service and Sports, particularly Football.

### EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution</th>
<th>Degree/Course</th>
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<tbody>
<tr>
<td>2012</td>
<td>University of Nottingham</td>
<td>BA (Honors) Business Economics &amp; Finance</td>
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<td>2013</td>
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</table>
MUHAMMAD TAIMOUR ABDULLAH

Address: E-30, PRECHS 2-A, Gulshan-e-Iqbal Block 10-A, Karachi
E-Mail: taimourabdullah@gmail.com, m150017@ksbl.edu.pk
Contact No.: 0300 265 7060, 0213-4016754

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2009-2013
Lahore University of Management Sciences
BSc Honours (Economics & Politics)

WORK EXPERIENCE

Aug 2014 – Sep 2014
Meezan Bank Ltd, Karachi, Pakistan
Research Project with World Bank
- Industry Value Chain Analyses and identification of areas for adding value, risks and tools for addressing them
- Evaluated key challenges and recommended changes to reduce 20% loss in the fishing industry based on primary research
- Market research on 5 industries in the Pakistan agriculture and food sector

July 2014 – Aug 2014
J. Walter Thompson (JWT), Karachi, Pakistan
Client Services Intern
- Account Management for Shell, Engro Foods and Igloo. Filled in the role of Account Manager whilst manager was on leave
- Managed and coordinated communication between clients and JWT employees. Negotiated deadlines and job details

Aug 2012 – Sep 2012
TriPack Films Limited Karachi, Pakistan
Marketing & Sales Intern
- Industry Strategy to help TriPack foresee impact on its 70% market share and market dynamics of imported private label PET films on BOPP and CPP segments

MBA FINAL YEAR PROJECT

Nestle, Market Research for Category Growth
Recommended Nestle an increase in juice and instant noodle category at 15 key outlets to increase the current 35% market share through trade marketing solutions

ACHIEVEMENTS & LEADERSHIP ROLES

- As Convener FiLUMS, directed a team of more than 100 people, and oversaw the event resulting in a net profit of Rs. 0.35 Mn for the first time in 7 years
- Co-Director KSBL StrataQuest ’14: Directed a team of more than 20 people, including people senior to me
- Oversaw numerous competitions and events in both formal and informal leadership positions at both LUMS and KSBL
- Negotiated with the University administrations and suppliers, and guided students and societies in several leadership roles
- Council Member for the LUMS Flood Relief Drive. Collected funds and executed rehabilitation work including training for self-empowerment in Bhakkar, Punjab
- Awarded for Academic Distinction at Karachi Grammar School ’09
- Conceived & executed market research on consumer preferences for car maintenance in Karachi

INTEREST & ACTIVITIES

- Shot and edited ‘Lahore Kay Malishiyen’, a documentary for the course ‘Imagining Lahore’
- Climbed Rush Peak (5,000m); Went Skiing in Rattu; Attempted Snowlake (4,800m)
2009
Laurent’s Education Society

2011
TIP
BSc (Hons.)

2011
YTM
Export Marketing Merchandiser

2014
Gerry’s dnata Pakistan
Intern

2014
Sanofi
FYP

2015
KSBL
(MBA)

EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2007 - 2011
Textile Institute of Pakistan (TIP)
BSc Hons. (Textile Sciences)

WORK EXPERIENCE

Jun 2014 – Sep 2014
Gerry’s dnata Pakistan
Intern, Commercial Marketing
- Led the launch of ‘Special Security Services’ at Quaid-e-Azam International Airport (forecasted revenues of Rs. 250M for 2015)
- Developed aviation Market Mapping through market share trend analysis & forecast
- Designed ‘Awareness Campaign’ to ensure optimum community impact
- Responsible for designing and branding of Gerry’s dnata Pakistan through continuous coordination with Dubai HQ

Jun 2011 – Aug 2013
Yunus Textile Mills
Export Marketing Merchandiser
- Achieved 5% Wastage Reduction by improving OQ, optimizing efficiency & capacity utilization
- Created order management system with customers for improved sales & delivery visibility
- Achieved value growth in business for Macy’s from $12M to $45M (for forecasted year of 2016)
- Worked on primary fabrication sourcing & costing of the value chain – Macy’s & Next Creation with PD team

Jun 2010 – Aug 2010
Apparel Connection Buying House
Intern
- Developed the execution strategy on order placement & implementation in conjunction with planning team
- Fabricated the product development for brand ‘adidas’ (The burnout effect)

MBA FINAL YEAR PROJECT

Sanofi Pakistan
Channel development, Promotional support [ATL, BTL & Digital marketing] for generic antibiotics

ACHIEVEMENTS & LEADERSHIP ROLES

- Director Operations, KSBL HR club – 2015 & Executive Committee Member, KSBL SiMERGE – 2015
- Steering Committee, KSBL StrataQuest – 2014
- Attended workshops on: Building Bridges through Networking, 3D Negotiation & Presenting with Impact -2011
- UNDP / YTM certified, Merchandising Training – 2011
- Project Management Professional Program PMP based on PMI’s PMBOK – 2011
- Selected as 1 of 20 participants out of 500 for British Council Research Exchange program – 2010
- Received 50% Merit scholarship at TIP – 2008
- Designed annual administrative program (Rs 0.25M) to ensure maximum security and assisted in all school related affairs including yearly budgeting & curriculum plan as Vice president of Laurent’s Education Society 2009-Present

INTEREST & ACTIVITIES

- Volunteer work at TCF (Rahbeer Counseling Session) & DAWN Expo
- Sports Coaching (Cricket) & Travelling
MUHAMMAD USMAN SALEEM

Address: 601/B, Bon Vista Apartments, Block 2, Clifton – Karachi
E-Mail: usmansai@gmail.com
Contact No.: 0323 2984018

2012

Oxford Brookes
BSc Accounting

Ernst & Young
Financial Advisory Trainee

Pakistan State Oil
Finance Trainee

Engro Foods
Media Intern

Hotel Ambient, Romania
Marketing Intern

2014

KMBSL (MBA)

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2009 - 2012
Oxford Brookes University, UK
BSc (Hons) in Applied Accounting

WORK EXPERIENCE

Jul 2014 – Aug 2014
Hotel Ambient, Romania
Marketing Intern
• Worked in a multi-cultural team and successfully organized a marketing activation event for 50 people within a limited budget of LEI 2,000

Jun 2014 – Jul 2014
Engro Foods Limited (EFL), Pakistan
Media Intern
• Independently appraised the effectiveness of outdoor marketing activities of Omore and Tarang.
• Took the initiative and worked in a team that proposed a joint promotional campaign for Olper’s Lassi

Dec 2012 – Aug 2013
Pakistan State Oil (PSO), Pakistan
Finance Trainee
• Effectively led and managed, in the absence of the manager, the taxation function for all motor gasoline imports into Pakistan

Apr 2012 – Nov 2012
Ernst & Young, Pakistan
Financial Advisory Trainee
• Carried out advisory and audit assignments for clients including Unilever, Abu Dawood, Summit Bank and Habib Bank Limited, delivering quality work consistently under time bound situations

MBA FINAL YEAR PROJECT

L’Oreal – Gain insights on brand perception and purchase behavior of Garnier Men category using data analytics and recommend strategies to increase its market share

ACHIEVEMENTS & LEADERSHIP ROLES

• Completed distance learning courses on “Advertising and Society” from Duke University USA and “The Secret Power of Brands” from University of East Anglia UK (2015)
• CIMA Advanced Diploma in Management Accounting (2013)
• ACCA Affiliate (2012)
• President KSBL Adventure Society – Successfully organized trips for e.g. Trekking Excursion to MakrdaBase Camp, Camping at Cholistan Desert and Snorkeling at Churna Island
• Led a team of 8 international students at a ‘Sports Camp’ during internship in Romania
• Leading scorer for Sindh District team in the NBP President Cup Basketball Tournament

INTEREST & ACTIVITIES

• Freelance Graphic Designer - Worked for various clients with respect to brand identity designs
• Photography (Completed short course in Photography from Indus Valley School of Art & Architecture)
• Sailing (Completed Basic and Advanced Sailing course from National Sailing Centre)
• Horse Riding (Completed riding course from Shahsawar Riding School)
• Paragliding, Skiing and Trekking.

MUSTAFA ADEEB

Address: F-102, Zindani Arcade, Burhani Avenue, Shahra-e-faisal, Karachi.
E-Mail: msadeeb@gmail.com
Contact No.: 0346-2724332

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2009 - 2012
Iqra University, Karachi
BBA – Marketing

WORK EXPERIENCE

Aug 2014 – Sep 2014
Genesis Group (Pvt.) Ltd, Karachi, Pakistan
Intern, Strategy & Planning
• Prepared Brand Activation Strategy & DDS activity for FMCG products
• Prepared Cycle Brief for National Foods Ltd.
• Experienced on ground activation through field visits for Close-Up & domex

Jun 2012 – Dec 2012
Bosch Pharmaceutical, Karachi, Pakistan
Asst. Marketing & Sales Manager
• Assisted Product Manager on new product launch and product positioning
• Prepared and delivered product presentations to doctors and sales promotion officers
• Developed incentive and product sampling plans in alliance with product managers
• Carried out analysis of weekly sales to ensure achievement of monthly targets
• Collected daily feedback from Sales team.
• Contributed to setting monthly, quarterly and yearly sales targets (product wise and value wise)

Aug 2011 – Sep 2011
Shan Foods (Pvt.) Ltd, Karachi, Pakistan
Intern, Marketing Department
• Prepared BTL Activation Strategy for Plain Spices
• Estimated market share and submitted detailed survey report for Delve
• Visited distributors and retail shops to observe display of delve stock
• Attended Sales and Distribution(S&D) software training

Jun 2010 – Jul 2010
Contact Plus (Pvt.)Ltd, Karachi, Pakistan
Intern, Strategy & Planning
• Helped in developing on-ground activation programs

MBA FINAL YEAR PROJECT

Dabur (Pvt.) Ltd – Pre-Launch market research on baby care products
Developed an understanding of baby care product market through in-depth market research to propose a feasible marketing strategy

ACHIEVEMENTS & LEADERSHIP ROLES

• CFA Challenge (2015) Runner up
• Team Lead, Lipton Talent Hunt (2011)

INTEREST & ACTIVITIES

• Reading English fiction
• Watching movies and TV shows
• Swimming
OMAR FAROOQ

Address: 584-E Block Sabzazar, Lahore Pakistan.
E-Mail: Omar.farooqi@outlook.com; m150020@ksbl.edu.pk
Contact No.: 0323-3953189

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA (Cum Laude)

2008-2012
Forman Christian College
B.Sc. (Hons) Business, Majors in Marketing & Sales (Cum Laude)

WORK EXPERIENCE

Jul 2014 - Aug 2014
Nestle S.A. Lahore
Intern, Trade Marketing
- Conducted a comprehensive shoppers’ study for 3 local Key Accounts of Nestle in instant noodles, Nido Nutrition System (NNS) juice & milk categories
- Designed research, conducted 1200 observational and behavioral surveys with shoppers at Key Accounts
- Identified improvement areas through better visibility of 5 Nestle brands at modern trade
- Recommended trade marketing solution for quick turnover, in-store branding, ‘planogramming’ and path-to-purchase

May 2014 - Jun 2014
JWT, Karachi
Intern, Planning & Client Service
- Supported Client Services with business communication for clients like EBM, Kolson and Shan
- Suggested marketing strategy for an e-commerce portal for Kaymu.pk
- Designed research on usability of 3G and its impact on rural Pakistan with digital strategy department

May 2011 - Jun 2011
Atlas Honda, Lahore
Intern, Sales & Marketing,
- Conducted research to investigate the impact of having social media presence by the company on bike owners
- Surveyed a sample of 200 Honda motorcycle owners who maintained a Facebook/online profile to measure interest
- Recommend a new media communications plan based on research results, after which Atlas Honda made its first ever online Facebook page.

MBA FINAL YEAR PROJECT

Nestlé Pakistan
Channel Development & Visibility Solutions for Instant Noodles & Juice Categories

ACHIEVEMENTS & LEADERSHIP ROLES

- Currently designing primary research to gauge consumer perception of Habitt with reference to its 3 competitors and also conducting an industry analysis.
- Researched the impact on the brand perception of beauty creams by changing the medium of advertisement; national TV VS. cable in-house TV channels
- Founded Dramatics Society at KSBL and directed the Annual Play, 2015
- President Marketing Research Club, KSBL, 2014
- President, Rotaract Club Lahore, 2012
- Annual play, protagonist, Forman Christian 2011 - 12 and VP, Debating Society, FCC, 2011
- Appearance on GEO and CNN representing youth, 2011
- Sub Editor, Folio [University Magazine] FCC, Lahore, 2011
- 2nd position in Drums, elocution competition at LUMS, 2011

INTEREST & ACTIVITIES

Reading fiction & marketing journals, Theater/Acting, Community Service, Blogging, Hosting
OVAIS BUDHANI

Address: Flat # A-201, Saba Residency, JM32/1, Mirza Khaleej Baig Road, Parsi Colony, Karachi.
E-Mail: ovaisbudhani@gmail.com, m150021@ksbl.edu.pk
Contact No.: 0334-3884033

EDUCATION

2013 - 2015  Karachi School For Business and Leadership
            MBA

2009 - 2013  Institute of Business Management
            BBA – Finance & Marketing

WORK EXPERIENCE

Feb 2013 - Dec 2014  The Clothing Company, Karachi
                     Proprietor
                     • Managed a successful online business of formal and semi-formal shirts for men
                     • Responsible for looking after the overall operations of the business

Jun 2014 - Aug 2014  Pfizer Pakistan, Karachi
                     Marketing Intern
                     • Updated all marketing and educational literature for four products
                     • Gained insight on various marketing tools/mediums used in the pharmaceutical industry
                     • Assisted in planning and arranging Doctors conference in Thailand

Jun 2013 – Aug 2013  Meat One, Karachi
                     Marketing Intern
                     • Conducted U&A study on customers of branded fresh meat through shop intercept at company outlets, ordinary butcher shops and online surveys
                     • Participated in conducting research on identifying key attributes of butcher shops through aided and un-aided methods
                     • Perceptual mapping of Meat One and competition
                     • Recommendations on actions to convert non users to users

MBA FINAL YEAR PROJECT

Engro Foods Limited - Reviving Omore Cup Segment
• Investigating comparison and correlation in the performance of frozen dessert segment with other frozen dessert formats
• Recommending an action plan to revive this category by analyzing factors that are contributing to the downfall of cups category in frozen desert industry

ACHIEVEMENTS & LEADERSHIP ROLES

• Prepared a research paper on how profitability of the listed companies is linked with law and order situation of the country
• Served as Vice President of the Human Resource & Leadership Club at KSBL
• Served as student’s relations coordinator for KSBL Strata Quest ’14
• Hosted the KSBL Open House ’14 ceremony
• Served as Treasurer, IoBM CLUB IT, 2012 to 2013.
• Served as Head of Marketing, IoBM MARKETING CLUB, 2011 to 2012

INTEREST & ACTIVITIES

• Managing Facebook page for The Clothing Company
• Event Management
• Sports
2009 - 2015
Karachi School For Business and Leadership
MBA

2009 - 2013
Bahria University, Islamabad
BBA – Marketing

WORK EXPERIENCE

Jun 2014 - Jul 2014
Atlas Honda, Rawalpindi
Internee - Marketing and Sales department
- Conducted in depth marketing research on declining sales in Rawalpindi region during Q1’14
- Interacted with and interviewed sales dealers from multi-cultural and multi-ethnic backgrounds in Punjab and Kashmir
- Researched on finding possible reasons for sales decline and consumer switching to other motorcycle brands
- Designed a regression equation to study the relationship between sales and foreign remittances

Nov 2010 – Dec 2010
i-migration Canada, Islamabad
Internee – Client services
- Handled communications between local clients and Montreal head office
- Involved in planning and implementation of successful business meetings
- Provided information regarding immigration policies

MBA FINAL YEAR PROJECT
Sanofi - Launch of Generic Anti-biotic medicines
Designing a marketing and promotion campaign for Sanofi’s new product launch of the formula of Azithromycin&Cefixime

ACHIEVEMENTS & LEADERSHIP ROLES
- Elected as Vice President of Photography Society year 2014-2015
- Developed an integrated marketing campaign for Habibi Restaurant Chains in Islamabad
- Nominated as one of top 5 Critics in Operation Management course at Bahria University
- Worked as Director and producer for marketing projects for KSBL
- Advertisements developed are still being used in university promotion and advertising
- Initiated and co-supervised fund collection for Sindh flood relief 2012

INTEREST & ACTIVITIES
- Studying relative marketing campaigns and patterns of emerging product and services
- Reading Iqbal’s philosophy and poetry, and Tasawuf
- Current Affairs
- Folk music, Singing and Composition, Photography
2009
Professionals’ Collegiate
KUBS
MBA

2012
KUBS
MBA

2014
PARCO
SpiraxSarco
Intern
Intern

2014
Dabur Pakistan
FYP

2015
KSBL
(MBA)

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2011 - 2012
Karachi University Business School
MBA (Finance)

2007 - 2009
University of Karachi
B.Com

WORK EXPERIENCE

Aug 2014 – Sep 2014
SpiraxSarco, Karachi
Intern, Marketing
• Supported ‘Manager Business Development’ in key account management
• Coordinated with a team of 4 to design and develop marketing plan to capture new customers

Jun 2014 – Jul 2014
Pak-Arab Refinery Limited (PARCO), Karachi
Intern, Materials Department
• Initiated & revamped Vendor Evaluation Criteria which was approved by the board
• Generated reports that provided information to the management on ‘Qualified Vendors’ for financial year 2014-2015

Jun 2011 – Jul 2011
National Bank of Pakistan, Karachi
Intern, General Banking
• Worked in multiple functional areas- general banking, remittances, credit approval, and foreign exchange

Aug 2009 – Jun 2013
Professionals’ Collegiate, Karachi
Co-Director and Instructor (part-time)
• Prepared, implemented, and monitored Commerce Department programs & assessments
• Devised and directed all marketing activities (Banners, Posters, & Brochures)
• Organized and headed 10+ career counselling sessions
• Designed and taught financial & cost accounting courses to B.Com. & I.Com. students

ACHIEVEMENTS & LEADERSHIP ROLES

Dabur Pakistan: Marketing Project for identifying Target Market, Formulating Pricing Strategy, and Channel Development for the launch of baby care product line - Dermoviva

• Founded Professionals’ Collegiate in partnership with socially concerned individuals for providing standardized education to underprivileged students
• Raised Rs.175,000 cash by initiating and leading a Flood Relief Campaign for the 2010 Interior Sindh Flood Victims
• Arranged study tours and various speaker sessions as President, Supply Chain and Operations Research Society, KSBL, 2014-15
• Organized Sports Week 2015 at KSBL for 100 participants as the Co-Director
• Market Research Project - “Engro Sprinkler Diffusion Strategy – Chocolates”

INTEREST & ACTIVITIES

• Fluent in English, Urdu, Persian and Pashto
• Regularly subscribe to Massive Open Online Courses (MOOC)
• Conduct motivational talks and counselling sessions at TCF & neighborhood schools forencouraging underprivileged children (average 50 per session), towards higher education
• Travelling and Adventure
RIDA ZUBAIRI

Address: House # 39/1, 28th Street, Khayaban-e-Mujahid, Phase V Ext, DHA, Karachi, Pakistan
E-Mail: ridazuberi@yahoo.com
Contact No.: 0332-2282628, 021-35848139

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2008 - 2012
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST)
BBA – Advertising & Brand Management

WORK EXPERIENCE

Jul 2014 - Aug 2014
National Foods (Pvt) Ltd
Marketing Intern
• Created New Product Development strategies for Fruitily and National Desserts range by conducting primary and secondary research
• Developed, designed and presented ideas for BTL campaigns and in-store displays for National Ketchup category

Jun 2014 - Sep 2014
Ephlux Insights
Idea Engineer
• Prepared and presented briefs and proposals, to local and international clients such as Majid al Futtaim Group, Ministry of Health KSA, Rocket Internet and Dawood Hercules

Oct 2012 - Aug 2013
Damco Pakistan, A.P. MøllerMærsk
Marketing & Sales Support Executive
• Conducted weekly market analysis, along with internal & external branding projects
• Performed sales data analysis and reporting using Oracle-based CRM Software

Aug 2012 -Oct 2012
Espresso Coffee House (Pvt) Ltd
Assistant Brand Manager
• Carried out in-house branding, along with digital media and Espresso privilege-cards database management
• Introduced and headed co-branding and collaborative projects with Bramerz Ltd, Food Connection Pakistan and Radio 1 FM 91

MBA FINAL YEAR PROJECT

Abbott Laboratories Pakistan Ltd – ‘Herbal Lozenges’ Brand Launch
Researched & recommended a country-wide brand launch campaign for Abbott’s upcoming herbal lozenges category, including its new product development, feasibility & media plan

ACHIEVEMENTS & LEADERSHIP ROLES

• Corporate Gold Medalist for Brand Management, BBA 2013
• Director, Media and Publications, for KSBL Marketing & Research Club 2014
• Governing Body Member, KSBL Sports Society
• Captain, SZABIST Girls Basketball Team 2012
• Elected BBA Representative, SZAB Student Council
• Represented SZABIST at Novartis Pak BioCamp 2011
• Teaching Assistant to the SZABIST Head of Academics, for the subject Logic, 2011-12

INTEREST & ACTIVITIES

• Event Management
• Swimming & playing basketball
• Travelling & networking
SAAD JAMIL

Address: 65-B/1, Kh-e-Hilal, DHA, Phase 7, Karachi
E-Mail: saad.jamil.y@gmail.com
Contact No.: 0333-3285348, 021-35843620

2010

Indigo Travel & Tours
Travel Consultant

2013

The University of Nottingham
BA (Hons)

2014

Lucky Cement Limited
Marketing Intern

2014

Engro Polymers
FYP

2015

KSBL
(MBA)

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2010 - 2013
The University of Nottingham
BA (Honors) International Business Management

2008 - 2009
Institute of Business Management
BBA (completed 3 semesters)

WORK EXPERIENCE

July 2014 – Aug 2014
Lucky Cement Limited
Karachi, Pakistan
Intern - Marketing

• Explored the operations of all three marketing divisions: Commercial, Institutional and Export
• Learned about the different dynamics of these marketing divisions
• Supported in negotiations for client contracts
• Attended customer meetings to analyze and resolve various customer complaints

Feb 2010 – May 2010
Indigo Travel & Tours
Karachi, Pakistan
Travel Consultant

• Assisted in establishing a new travel agency
• Researched tourism destinations and designed customized travel packages
• Attended the International Travel Market Fair in Dubai (May 2010)
• Corresponded with global business partners
• Responsible for customer relationship management
• Conducted E-marketing

MBA FINAL YEAR PROJECT

Engro Polymer & Chemicals Limited (EPCL)
Marketing Feasibility of Wood Plastic Composite (WPC)
Analyzed WPC products according to their market potential in Pakistan and proposed a suitable market development strategy including imports and local manufacturing operations through customer profiling and market sizing

ACHIEVEMENTS & LEADERSHIP ROLES

• Contacted and acquired new business partners while working for Indigo Travel & Tours
• Facilitated and coordinated with sponsors and media personnel at KSBL Strata Quest 2014
• Organized university competitions and events as member-KSBL Marketing Research Club
• Awarded Defender of the Tournament and member winning team KSBL Futsal Tournament, 2015

INTEREST & ACTIVITIES

• Member KSBL football team
• Follower of international Football, Tennis & Cricket
• Involved in community service activities at DarulSukun
• Interested in travelling and discovering new places
SHARIQ RAMEEZ

E-Mail: M2130063@KSBL.EDU.PK
Contact No.: 0345-3116131

2011

Iqra University
BBA-H

2013

Hyundai Sherwani Motors
Manager Sales & Marketing

2014

ICI Pakistan
Intern

2015

Dabur Pakistan
FYP

2015

KSBL
(MBA)

EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2007 -2011
Iqra University (IU)
Bachelors In Business Administration (BBA-H)

WORK EXPERIENCE

Aug 2014 – Sep 2014
ICI Pakistan
Intern-Life sciences

• Assisted the supervisor in restructuring the sales force and optimizing sales territories of pharmaceutical division.
• Assisted in redesigning trade marketing strategies for pharmaceutical division
• Presented a report on global best practices in pharmaceutical sales

Aug 2011 – Sep 2013
Hyundai Sherwani Motors, Karachi
Manager sales & Marketing

• Meritoriously led the team of 6 salespersons which consistently surpassed its periodic targets. Under my supervision, sales team sold more than 400 vehicles in 18 months to various corporate & individual clients
• Created and implemented the complete marketing plan for the launch of a private label brand “HAMZA HI-ACE VANS” targeted to the commercial segment.
• Developed new sales channel for the dealership by collaborating with a well-known automotive online portal.
• Initiated the development and implementation of Dealer management system (DMS) for the employer.
• Conducted franchise based-feasibility study for acquiring “Toyota” distribution

MBA FINAL YEAR PROJECT

Dabur Pakistan
Conducted research centric pre-launch study for Dabur’s upcoming and highly anticipated baby care category “Demoviva”.
Gauged consumer’s purchasing behavior in baby care category, identified key customer segments, perceptions and receptiveness of existing brands and Dabur as an herbal brand. Recommended broader marketing strategies covering 5P’S and STP on the basis of empirical findings

ACHIEVEMENTS & LEADERSHIP ROLES

• Awarded for highest score in CSI (customer satisfaction index) in sales.
• Led the delegation which participated in Pakistan’s largest automotive exhibition AUTOEXPO’ 11.
• Received a package of 15-days tour to Thailand from “C Track” on achieving yearly sales target
• Organized and supervised various events such as workshops, seminars, theatre plays, concerts and live screenings during graduation

INTEREST & ACTIVITIES

• Playing long tennis at provincial level.
• Playing cricket at district and HEC level
• Playing Badminton, Table tennis and Snooker.
• Taking MOOCS
• Regularly follows domestic current affairs
SOHAIB MUSTAFA QURESHI

Address: J-30/2, 10th Gizri Street, Phase-4, DHA, Karachi
E.-Mail: Sohaibqureshi99@gmail.com, M2130027@ksbl.edu.pk
Contact No.: 0333-2405995

EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2009 - 2013
Oxford Brookes University, UK
BSc. Hons (Applied Accounting)

2013 - 2015
ACCA, United Kingdom
(12 out of 14 courses cleared)

WORK EXPERIENCE

Jul 2014 – Aug 2014
ICI
Intern, Marketing Department, Chemicals Division
- Designed Media Plan which included ATL and BTL activities for launching ‘Fevicol’
- Worked on Detailed Business plan of Fevicol for creating brand identity, sales forecasting and costing

Jun 2014 – Jul 2014
DIB
Intern, Marketing Department
- Competitor scan of historical profit rates and services in particular to deposit accounts and term certificates
- Competitor scan of Priority banking services in order to see what services could be offered to DIB customers in Pakistan

MBA FINAL YEAR PROJECT

ICI Pakistan Ltd.
- Market Research and commercialization of Multipurpose Lubricant Spray.
- Understanding market landscape and associated risk of launching the product in the Pakistani market.

ACHIEVEMENTS & LEADERSHIP ROLES

- Winner of LUMS SYNERGIES- GAUNTLET marketing simulation competition in which more than 100 students from the best business universities of Pakistan participated (2014)
- Scored 96% in O’ Level Accounting (2007)
- 80+ in Management Accounting (ACCA) (2009)
- Twice Winner of Inter Club Football tournament held at Creek club

INTEREST & ACTIVITIES

- Member of Kaizen Pakistan, an organization devoted to providing free education to poor and underprivileged children.
- Volunteered for OPEN (Dec’ 13) which promotes entrepreneurship and innovation.
- Conducted career counseling sessions for underprivileged TCF students (2013)
- Playing Football, Snooker and Cricket
TUBA JAWAID

Address: Flat # 4E, Hasina Tower, Sabri Masjid St. Nishter Rd. Garden, Karachi.
E.-Mail: tuba_jawaid@hotmail.com
Contact No.: 0324-2474227

2012
University of Karachi
M.Com

2014
MRA
Project

2014
Lucky Cement Ltd
Internship

2015
EBM
FYP

2015
EPCL
Project

2015
KSBL
(MBA)

EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2010 - 2012
University of Karachi
M. Com

2009 - 2011
University of Karachi
M.A Economics

WORK EXPERIENCE

Feb 2015 – May 2015
Project with Engro Polymer & Chemicals Ltd.
• Enhancing local and foreign procurement process
• Highlighting the improvement areas
• Developing a Control Frame Work

Jul 2014 – Aug 2014
Lucky Cement Limited
Internship – Corporate Communications
• Worked on developing content & design of Annual Report
• Used ERP to document payments and receipts
• Developed set of processes for Marketing Department
• Managed Social Media; Organized a Facebook Competition for Market Penetration

MBA FINAL YEAR PROJECT

English Biscuit Manufacturers (Pvt.) Ltd.
Conducted a study on Purchase Behavior Of Consumers
• Devised Strategic Marketing Plan to minimize the gap in Peek Freans brand and the company’s identity EBM with emphasis on customer centricity
• Detailed Market research and consumer behavior analysis by conducting focus groups, in-depth interviews, Quantitative & Qualitative Analysis of data gathered

ACHIEVEMENTS & LEADERSHIP ROLES

• Certified Project Management Professional from PIM, 2015
• Winning Team member in Novartis Biotechnology Leadership Camp 2014
• Served as Head of Organizing Committee, StrataQuest ’14 and Open Houses at KSBL
• Corporate Social Responsibility Initiative: provided funding for Dar-ul-Sukoon (50+ beneficiaries) in partnership with Mobilink

INTEREST & ACTIVITIES

• Leading people and taking part in team building activities
• Playing badminton, Cycling, Chess
EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2009 - 2013
Comsats Institute of Information & Technology, Islamabad
BBA

WORK EXPERIENCE

Dec 2014 – Mar 2015
Tripda, Pakistan
Marketing Consultant
• Identification of opportunities to reach and connect potential market of 1.8M users
• Coordinating for projects and campaigns across Pakistan
• Idea sharing for initiatives such as campus drives for brand awareness
• Contributor to official blog and social media presence

Aug 2014 – Sep 2014
Interflow, Islamabad, Pakistan
Intern, Client Services
• Supported ad design team in developing a localized campaign for PTCL to launch Evowingle in Peshawar
• Researched and recommended most effective ATL & BTL for launch of Super Card by Ufone (account size Rs.3.5 Mn per month)
• Associated with activation program in 260 Government Schools for USAID

Jun 2012 – Aug 2012
Bank Alfalah, Islamabad, Pakistan
Intern,
• Assisted relationship manager in dealing with more than 50 account holders

MBA FINAL YEAR PROJECT

Abbott Laboratories – Mospel Activation & Extension
Activation of “Mospel”, competitive review and matching perception (perceived and planned) to reposition Mospel for increasing market share in a currently fragmented market

ACHIEVEMENTS & LEADERSHIP ROLES

• Provided photography coverage for 50+ academic and extra-curricular events at KSBL from 2013 to 2015
• President, KSBL Photography Club, 2014-15
• Photography team coordinator, Pak-china Business forum ’12.
• Active member at Organizing Committee of Strata Quest, KSBL ’14, Sports week ’15, Networking Night ’14
• Supervised photo contests, exhibition, workshops
• Organized QS world ranking seminar at Comsats in coordination with a team of 30
• Finalist of Mobilink discover business plan competition out of 360 teams across Pakistan

INTEREST & ACTIVITIES

• Excel in Microsoft office, SPSS, Google Analytics – (Comfortable with technology)
• Photography
• Adventurous sports – Snow hiking, Trekking, Camping, Paragliding, Snorkeling
• Freelance Projects (E2E Warehouse Management)
• Volunteering for Social and Educational events – (TCF, Tharparker drought and earth quake 2008)
ABDUR-RAHMAN TARWALA

Address: 444, Al-Shuja, Alamgir road, Bahadurabad, Karachi-74800.
E-Mail: m2130001@ksbl.edu.pk, ammantarwala@yahoo.com
Contact No.: +92-333-2346147, 0213-4939561

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2008 - 2011
NED University of Engineering & Technology
BE – Mechanical Engineering

WORK EXPERIENCE

Jun 2014 – Jul 2014
Pakistan Petroleum Ltd., Karachi
Intern [Materials & Contracts Department]
• Tracked Imports and Invoices for Shipping & Custom
• Updated inventory records of goods received
• Responsible for dealing with agent’s representatives

Mar 2012 – Dec 2012
J.R Traders, Karachi
Management Trainee
• Managing distribution of goods, major accounts and auditing inventory stock
• Maintaining record of orders
• Collection of Payment and Receipts
• Dealing with Client and Customer queries & complaints

Feb 2012 – Mar 2012
Geofmann Pharmaceuticals, Karachi, Pakistan
Intern
• Gained awareness about maintenance and function of HVAC, A.H.U’s, compressors, and chillers with their components & gas cycles.
• Studied basic working principle of ampoule and bottle pack machines

Jun 2010 – Jul 2010
Siemens Pakistan Ltd, Karachi, Pakistan
Intern
• Gained knowledge about motors, alternators, generators with their components, maintenance, installation, performance and operations

MBA FINAL YEAR PROJECT

Abbott Laboratories Ltd – MOSPEL
Conducting Market Research through Gap analysis, Correspondence analysis, P-maps, brand history & advertisement effectiveness analysis

ACHIEVEMENTS & LEADERSHIP ROLES

• Member of organizing team of STRATAQUEST 2014 [Marketing and Strategy Simulation] competition held at KSBL
• Organized KSBL Open House Sessions 2014/15.
• Member of Supply Chain and Operation Research Society (SCORS) and KSBL Adventure Club
• Conducted economic analysis, duct sizing, air conditioning of Mechanical Engineering Department Labs NED UET(FYP)

INTEREST & ACTIVITIES

• Trading Equities / Commodities
**ADNAN SHAFFI**

Address: 43/2-K, Block-6, P.E.C.H.S. Karachi  
E-Mail: adnanshaffi@gmail.com  
Contact No.: 0300-7009002

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### 2006 - 2011

<table>
<thead>
<tr>
<th>Reysheen Technologies</th>
<th>Bahria University</th>
<th>Pakistan PVC</th>
<th>SCADA Principles for Bottle Filling Machine (Author)</th>
<th>CCBPL FYP</th>
<th>KSBL (MBA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startup</td>
<td>BE</td>
<td>Project Manager</td>
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</tbody>
</table>

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### EDUCATION

**2013 - 2015**  
Karachi School for Business & Leadership  
MBA

**2007 - 2011**  
Bahria University, Islamabad  
BE – Electronics

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### WORK EXPERIENCE

#### Jun 2014 – Jul 2014  
**Bubblegum Labs**  
Intern  
- Developed marketing & business strategy (MBS) & detailed execution plan  
- Involved in consumer communication campaigns from concept to the final execution

#### Jul 2011 - Jul 2013  
**Pakistan PVC Limited**  
Project Manager  
- Successfully revamped the existing inventory management system to save 5000 man-hours  
- Analyzed and devised strategy for improving the efficiency of distribution network  
- Redesigned process workflows to remove chaos from the existing workflow and enhance safety  
- Collaborated with technical consultant to design new washing techniques to reduce water wastage by 25%

#### Jun 2006 - Jun 2011  
**Reysheen Technologies**  
Business Development Manager & Co-Founder  
- Led a team of 7 individuals that developed online tutorials and guides under the name ‘Chip Hazard’ for using new technologies; Listed in top 100 technology blogs globally by Technorati Media in 2010  
- Successfully managed to build a portfolio of 100+ clients globally  
- Negotiated contracts while ensuring balance between value and risk  
- Encouraged, identified and developed best practice strategies for smooth operations

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### MBA FINAL YEAR PROJECT

**Coca Cola Beverages Pakistan**  
Providing strategic consulting, covering a feasibility study for a product extension into Bulk water which includes competitor/industry analysis with respect to distribution strategies, market research for consumption habits and receptivity touch points and critical areas to focus in order to determine financial viability

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### ACHIEVEMENTS & LEADERSHIP ROLES

- Served as Chairman ACM, Bahria University  
- Served as Founding President Programmatore Society, Bahria University

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### INTEREST & ACTIVITIES

- Senior Volunteer at Special Olympics Pakistan for last 7 years  
- Gaining insight and perspective into varied entrepreneurial ventures  
- Big data, analytics, Squash and Swimming
### EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 - 2015</td>
<td>Karachi School for Business &amp; Leadership</td>
<td>MBA</td>
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<tr>
<td>2006 - 2010</td>
<td>Institute of Business Administration, Karachi</td>
<td>BS – Computer Science</td>
</tr>
</tbody>
</table>

### WORK EXPERIENCE

<table>
<thead>
<tr>
<th>Period</th>
<th>Company</th>
<th>Role</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 2014 - Jul 2014</td>
<td>Shell Pakistan</td>
<td>Intern, Trading &amp; Supply Chain Department</td>
<td>Conducted IFEM audit, Product Movement Plan and conformance analysis</td>
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<td>Devised strategy to overcome 50% of outstanding receivables by controlling cost/volume variances</td>
</tr>
<tr>
<td>Nov 2012 - Aug 2013</td>
<td>Primatics Financial LLC Karachi, Pakistan</td>
<td>Web Developer</td>
<td>Developed corporate website in a span of 2 months as a primary source of information and lead generation</td>
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<td>Created Internal Learning Management System, an online training platform for 48 clients</td>
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<td>Tracked weekly web activity of prospective clients based on visit pattern</td>
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<td>Identified Account report generating solutions for the prospect clients</td>
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<td>Researched two financial organizations per week through SNL and Marketo for identifying prospective clients</td>
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<td>Conducted onshore end-user training for CMS and LMS via WebEx</td>
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<td>Committed 25 hours per week as an external consultant</td>
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<tr>
<td>Jul 2010 - Nov 2012</td>
<td>Folio3 Pvt. Ltd. Karachi, Pakistan</td>
<td>Software Engineer</td>
<td>Developed 30+ of web-based applications for onshore and offshore clients</td>
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<td>Coordinated 3 projects directly with clients throughout the project cycle</td>
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<td>Analyzed requirements, modeled and designed applications</td>
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<td></td>
<td>Conducted end user trainings for National Foods website</td>
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<td>Compiled Requirement Specification documents and end-user training manuals for a number of clients including Barnes &amp; Noble</td>
</tr>
</tbody>
</table>

### MBA FINAL YEAR PROJECT

**Engro Polymer & Chemicals Limited–Marketing Feasibility of Wood Plastic Composite**
Assessing domestic market potential for WPC to conduct business feasibility analysis and develop a strategic business plan

### ACHIEVEMENTS & LEADERSHIP ROLES

- Secured 1st position in LUMS – Synergies 2014
- Earned Brown Belt within first two months of job at Primatics with a performance bonus and letter of recognition for outstanding performance
- Led and coached Robotics Workshops at IBA (City Campus), 2008 & 2009
- Organizing Team Member of ICICT conferences held at IBA in 2007 & 2009
- Coordinated in organizing seminar on Youth Day by UN at IBA, 2009

### INTEREST & ACTIVITIES

- Expedition, Trekking & Travelling
- Table Tennis
- Reading Urdu Literature
fkad Zafar Sobani

Address: House 120/2, 13th Street, off Kheyaban-e-Rahat, Phase 6, DHA, Karachi
E-Mail: m150008@ksbl.edu.pk, fahadsobani@hotmail.com
Contact No.: 0345-2388046, 021-35842859

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</tr>
</thead>
<tbody>
<tr>
<td>Engro Intern</td>
<td>PSO Intern</td>
<td>Atlas Honda Intern</td>
<td>Thal Engineering Intern</td>
<td>EBM FYP</td>
<td>KSBL (MBA)</td>
</tr>
</tbody>
</table>

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA

2009 - 2013
Greenwich University Karachi
BSBA, Bachelors of Science in Business Administration

WORK EXPERIENCE

Aug 2014 - Sep 2014
Thal Engineering, Karachi, Pakistan
Supply Chain Intern
- Resolved “missing bins and pallets” matter at Thal Boshoku Pakistan a subsidiary of Thal Limited
- Revised Bill of Material (BOM) for all variants of Car Air Conditioners of Toyota Corolla
- Created an Excel model to apportion transportation expense between different business units of the company

Jun 2014 - Jul 2014
Atlas Honda Limited, Karachi, Pakistan
Supply Chain Intern
- Assisted in operating Billing System of Supply Chain ERP/SAP Module

May 2013 - Aug 2013
Central Depository Company (CDC) Limited Karachi, Pakistan
HR Intern
- Operated employee Database ERP/Oracle HR Module
- Handled documentation related affairs of newly recruited employees

Sep 2012 - Jan 2013
Engro Foods Limited, Karachi, Pakistan
Human Resource Trainee
- Supported team in Implementing new performance appraisal system i.e. PADP (Performance Assessment Development Plan) cycle of Engro Foods across all 5 employee tiers
- Helped in organizing trainings to guide employees through new performance appraisal system and analyzed the feedback provided by the participants.
- Maintained and updated changes in Job Descriptions of Head Office based positions

MBA FINAL YEAR PROJECT

English Biscuit Manufacturers (EBM)-Project
Understanding the perception of Peek Freans brand in the minds of consumers

ACHIEVEMENTS & LEADERSHIP ROLES

- Organized a study tour to IMC plant, as Vice President KSBL Supply Chain & Operations Research Society (SCORS) – 2014
- Co-developed a plan for a debit reloadable fuel card at PSO in 2012
- Designed a simplified brand dashboard for Dairy Category Brand Managers at Engro Foods in 2012

INTEREST & ACTIVITIES

- Reading maps; books on history, politics, religion and current affairs
- Going to pet shows, book fairs, and literature festivals
- Observing nature, like animals, plants and trees
- Exploring historical landmarks and buildings & Volunteering
KHUSHNAVEED AHMED

Address: Flat 214, New Uzma Centre, Block-2, P.E.C.H.S, Karachi
E-Mail: yousfani_khushnaveed@hotmail.com
Contact No.: 03214221981, 02134380849

EDUCATION

2013 - 2015
Karachi School for Business & Leadership
MBA - General Management

2007 - 2011
Pakistan Air Force - Karachi Institute Of Economics And Technology (PAF-KIET)
B.E. – Electronics

WORK EXPERIENCE

Aug 2014 – Sep 2014
Wateen Telecom Pvt. Ltd. Karachi, Pakistan
Intern [Project Management & Business Development]
• Assisted Project team in reporting and documentation of live projects
• Developed & maintained weekly progress reports
• Participated in daily sales operations and client visits

Jun 2014 – Jul 2014
Pakistan State Oil Company (PSO) Karachi, Pakistan
Intern [Consumer Business]
• Reconciled Consumer ‘SAP’ record
• Processed Sales Raw (ERP) data into MS Excel
• Analyzed Financial Sales data like Gross Margin, Net Gross Margin & Discounts based on customer classifications
• Automation of Sales presentation from Raw ERP data

Feb 2012 – Jun 2013
Multinet Pvt. Ltd. Karachi, Pakistan
Network Engineer, NOC & Operations Department
• Responsible for Planning, Configuring and monitoring of long haul & metro Optical Transmission network
• Responsible for maintaining the operations and troubleshooting of 48 Long Haul & 24 metro sites installed in different locations of Pakistan.
• Assisted line manager in developing and compiling network performance weekly/monthly reports.
• Handled multiple network issues of International and Local customers like, Verizon Business, Orange Business, P&G, Unilever, IKEA, GSK, TATA, Afghan Tel, Zong, Warid.
• Extensively involved in the training of 03 junior engineers within the department.
• Received appreciation from line manager for achieving highest individual KPI grade in annual appraisal for 2012-2013

MBA FINAL YEAR PROJECT

Engro Foods-Omore 750ml Tub Sales & Consumer Research Project
An in-depth study on specific segment with declining revenue despite brand growth and flavor innovations, including competitive, pricing and consumption study along with recommendations

ACHIEVEMENTS & LEADERSHIP ROLES

• Successfully completed HUAWEI training on Optical transmission Networks
• Worked as an organizing committee member for Sponsorships and campus drives in StrataQuest 2014 [Marketing Simulation & Case study competition] at KSBL
• Earned scholarship twice from University (undergraduate).
• Listed thrice on Dean’s Honor List (undergraduate)
• Worked as an Organizer/Head for circuit & Speed wiring competition in SEE [Student Engineering Exhibition] 2010

INTEREST & ACTIVITIES

• Reading articles on world politics and economy
• Playing Cricket and Table Tennis
# MAAZ AHMED QURESHI

**Address:** A-105, Block-3, Gulistan-e-Johar, Karachi  
**E-Mail:** ahmedmaaz89@gmail.com  
**Contact No.:** 0333-3627927

<table>
<thead>
<tr>
<th>Year(s)</th>
<th>Position</th>
<th>Company</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>2010</td>
<td>General Secretary</td>
<td>NED Debating Society</td>
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<tr>
<td>2011</td>
<td>BE</td>
<td>NED University</td>
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</tr>
<tr>
<td>2012</td>
<td>Supply Planner</td>
<td>Dawlance</td>
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<tr>
<td>2013</td>
<td>Design &amp; Implementation</td>
<td>Spare Parts Ordering System</td>
<td></td>
</tr>
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<td>2014</td>
<td>Intern</td>
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<tr>
<td>2015</td>
<td>(MBA)</td>
<td>KSBL</td>
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</table>

## EDUCATION

- **2013 - 2015**  
  Karachi School For Business and Leadership  
  MBA

- **2007 - 2011**  
  NED University of Engineering and Technology  
  B.E Mechanical Engineering

## WORK EXPERIENCE

- **Jun 2014 – Aug 2014**  
  **United Energy Pakistan Limited Karachi, Pakistan**  
  Performance Analyst Intern  
  - Analyzed $7mn civil and mechanical contracts and proposed benchmarks for contract negotiation and evaluation  
  - Developed oil-well performance dashboard which mapped actual performance against the ideal benchmark  
  - Spearheaded Pareto analysis on Naimat phase-5 project which highlighted that 85% of cost was being generated by two of the activities, this consolidated cost saving efforts

- **Jul 2012 – Aug 2013**  
  **Dawlance Group of Companies Karachi, Pakistan**  
  Supply Planner  
  - Managed production planning of two categories that contributed $4.7mn to monthly revenue  
  - Negotiated with vendors regarding procurement of spare parts worth $8mn  
  - Saved company $0.5mn, by redesigning spare-part ordering system.  
  - Planned export shipments and coordinated with 20 international buyers  
  - Monitored inventory of more than 1000 items to match the benchmark of 15 inventory days

- **Mar 2004 – Jun 2005**  
  **Midas Safety Karachi, Pakistan**  
  Management Trainee  
  - Reduced cycle time by 2 minutes by implementing six-sigma  
  - Implemented 5s technique on main store

## MBA FINAL YEAR PROJECT

**ICI-Market Research and commercialization of Multi-purpose lubricant spray**  
- Analyzed market landscape and associated risks of launching a lubricant spray in the Pakistani market.  
- Developed a business plan and proposed the value chain intermediaries for the pilot run

## ACHIEVEMENTS & LEADERSHIP ROLES

- Organized NPDC-2011 as General Secretary NED Debating Society  
- Organized the first Mechanical Engineering Conference at NED in collaboration with American Society for Mechanical Engineers (ASME)  
- Dean’s honor list at KSBL  
- Provincial level Winner National Essay Competition organized by Govt. of Pakistan & HEC

## INTEREST & ACTIVITIES

- Public Speaking / Debating / Reading
MOHAMMAD AHSAN MURTAZA ZUBERI

Address: 1A/1B, 4th North Street, Phase 1, DHA, Karachi
E-Mail: ahsanz2011@gmail.com
Contact No.: 0333-3600883

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2007 - 2011
Lahore University of Management Sciences
B.Sc. (Hons) Economics

WORK EXPERIENCE

Jul 2014 – Aug 2014
Denim Clothing Company Karachi, Pakistan
Intern – Costing & Budgeting Department
• Feasibility analysis of a potential product portfolio in the clothing industry

Mar 2013 – Aug 2013
The Smart School Karachi, Pakistan
Project Manager (Gulshan Branch)
• Mobilized team for initiating the branch, including construction/renovation and hiring of academic staff
• Developed and implemented administrative SOPs
• Built relationships with government, supply chain and logistics partners

Sep 2011 – Mar 2013
OICCI Overseas Investors Chamber of Commerce & Industry
Research & Communication Associate
• Published position papers, annual reports, newsletters and research survey findings
• Conducted business and climate surveys, OICCI Perception & Investment surveys, OICCI Business Confidence Index (BCI) surveys

Jun 2010 – May 2011
Tetra Pak Karachi, Pakistan
Intern/Part time work - Sales
• Improved Tetra Pak Customer Portal to provide better services to TP customers
• Created a space for regular interaction between TP Management and its customers

MBA FINAL YEAR PROJECT

Coca Cola Beverages Pakistan Limited
Strategic consulting covering a feasibility study for product extension into Bulk water

ACHIEVEMENTS & LEADERSHIP ROLES

• Delegated tasks and gradually handed over project to operations team as Project Manager – The Smart School (2013)
• Tennis Captain – LUMS Tennis Team (2011)
• Sports Representative – Sports @ LUMS (2009-10)

INTEREST & ACTIVITIES

• Exploring entrepreneurial ventures
• Sports (Tennis, Table Tennis and Cricket)
• Taking part in relief efforts
MUHAMMAD BILAL SALIM

Address: A-440, Sector 14-B, Shadman Town, North Karachi.
E-Mail: muhammadb.salim@gmail.com, m2130014@ksbl.edu.pk
Contact No.: 0334-3091373

EDUCATION

2013 – 2015
Karachi School For Business and Leadership
MBA

2009 – 2013
Institute of Business Management, (IoBM)
BBA (Hons)

WORK EXPERIENCE

Jun 2014 – Jul 2014
Atlas Honda Limited, Karachi
Intern, Marketing Department, Spare Parts Division
• Conducted detailed marketing research project for PCMO (passenger car motor oil) lubricants market in Karachi
• Data collection through visits to oil wholesalers, retailers and oil changers
• Developed competitive analysis on pricing, respective market share and distribution mechanism of major brands
• Acquired market insights of preferred brands from customers and retailers
• Investigated role of distribution in relevant market segment

Jun 2012 – Jul 2012
3M Pakistan Limited, Karachi
Intern, Electronics & Energy Business Group
• Conducted market study for all major data center projects in Pakistan
• Market survey on availability of 3M data cables and electrical tapes in Karachi
• Designed Promotion Material (specialized brochure) for Data Center products by 3M

MBA FINAL YEAR PROJECT

Final Year Project: Engro Foods Limited- Strategic Analysis for Omore Cup Segment
In-depth study on cups segment including competitive analysis of various factors contributing to decline in performance of the segment. Providing possible strategic recommendations to counter the decline.

ACHIEVEMENTS & LEADERSHIP ROLES

• Conducted a research on buying behavior patterns and perception study for online shopping in Pakistan [MRA-project]
• Member of Organizing committee, OPEN conference 2013 at KSBL
• Prepared a case study for Bayer Pakistan’s distribution network
• Founding member, Media Society at IoBM, organized its first [flagship] event.
• Achieved 100% Marks in A-level mathematics paper-I

INTEREST & ACTIVITIES

• Reading Business & Motorsports related articles
• Playing Cricket & Snooker
EDUCATION

2013 - 2015  Karachi School For Business and Leadership
MBA

2006-2011  Ghulam Ishaq Khan Institute of Engineering Sciences &Technology
BS Mechanical Engineering

WORK EXPERIENCE

July 2014 – Aug 2013  Pakistan Petroleum Limited, Karachi, Pakistan
Intern, Materials & Contracts Dept.(West Wharf, Karachi)
• Proposed and successfully implemented 5S at the warehouse in order to improve its efficiency by reducing lead time
• Effectively coordinated with management for timely availability of materials and services
• Responsible for negotiating with vendors, receiving material and generation of goods receiving notes

Feb 2012 – Aug 2013  GlaxoSmithKline, F-268 Site, Karachi, Pakistan
Project and Compliance Engineer
• Implemented Process Safety for Utilities & Production & Global Engineering Standards at F-268 site
• Carried out technical and commercial negotiations with vendors
• Responsible for installing and commissioning of: Synthetic Natural Gas Plant, Clever Brookes Boiler 7000 KG/hr, De-Ionized Plant (Rapid Starta4+, Tablet Block), 540 Tr FRP based Cooling Tower, AHU’s in Penicillin Block, QA Lab & Tablet Block with all Ducting and Civil Work
• Constantly monitored and reported on progress of the projects to Site Leadership Team in Business Review Meetings

Intern, Procurement Department/ Engineering Utilities
• Generated net saving of 3 Million PKR per Annum by operational modification on Effluent Treatment Plant (ETP)
• Contributed to Improving production efficiency in co-ordination with Procurement Department resulting in reduction of production overhead cost

Jun 2009 - Jul 2009  I.C.I (Formerly AkzoNobel), West Wharf, Karachi
Intern, Engineering Department
• Worked on finding process improvement avenues at Effluent Treatment Plant through cost effective use of raw material
• Hygienic monitoring of bacteria in aeration tank using Luminescent Dissolved Oxygen Meter

MBA FINAL YEAR PROJECT

Sanofi Aventis-Project title
Suggested an innovative marketing campaign that will help them gain competitive advantage and sustain leadership position in pharma sector

ACHIEVEMENTS & LEADERSHIP ROLES

• Designated Process Safety Champion from Mar 2013 to Aug 2013 at GSK
• Led the planning and implementation of MEP (Major Expenditure) projects
• Managed project budget in CAPEX & project resource allocation at GSK
• Carried out Quality assurance of Projects through Design, Installation, Operational and Performance Qualifications at GSK

INTEREST & ACTIVITIES

• Analysis and comparison of global Macro-Economic Policies for predicting stock market trends
• Understanding emerging markets, emerging economic trends and issues.
• Engineering, Travelling & exploring
MUHAMMAD AWAIS AKRAM MAAN

Address: Bismillah Colony, Zahir Pir Tehsil Khanpur District, R.Y. Khan
E-Mail: awaiisses@gmail.com
Contact No.: 0333-3852244

UAF MSc (Hons) Govt. of Punjab Agriculture Officer
Atlas Honda Intern
FFC Intern
Abbott Laboratories FYP
KSBL (MBA)

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2008 - 2010
University of Agriculture (UAF), Faisalabad
M.Sc. (Hons.) Agriculture - Soil Sciences

WORK EXPERIENCE

Jul 2014 – Aug 2014
Fauji Fertilizer Company Ltd. (FFC), Rahim Yar Khan
Intern, Marketing Department (Sales and Distribution)
- Analyzed and allocated quota to the contractors for shipment of Urea and DAP
- Actively participated in sales development activities

Jun 2014 – Jul 2014
Atlas Honda Limited, Karachi
Intern, Supply Chain Department
- Assisted the procurement, logistics and billing sections
- Prepared energy saving techniques report for vendor improvement program (VIP)

Jan 2013 – Aug 2013
Agriculture Department, Govt. of Punjab, Rahim Yar Khan
Agriculture Officer (Extension)
- Dissemination of latest technology to farmers through farmer meetings
- Training of farmers through demonstration plots of different crops on field days

Sep 2011 – Jan 2013
Agriculture Department, Govt. of Punjab, Rahim Yar Khan
Farm Manager, Govt. Seed Farm
- Managed operations, logistics and financials of agriculture farm (625 acres) with effective management of 7.5 million yearly farm budget
- 30% yield increase through effective management of farm resources

June 2011 – Sep 2011
JK Farming Systems Pvt. Ltd (JDW Group), Rahim Yar Khan
Agriculture Officer, Sugarcane Farm
- Managed daily operations (irrigation, fertilization, sprays, land preparation etc.) of 900 acres sugarcane farm

MBA FINAL YEAR PROJECT
Abbott Laboratories - Launch & Activation of ‘Mospel Insect Spray’ & ‘Mospel Lotion’
Feasibility of entry into the pest & insect control category by launching new products and activation in existing market – Mospel Lotion

ACHIEVEMENTS & LEADERSHIP ROLES

- Active member of Marketing and Supply Chain Society
- Volunteered for KSBL Open House
- Selected member of Inspection Team by DCO R.Y.Khan for rain affected areas 2012

INTEREST & ACTIVITIES

- Reading newspapers and Urdu literature
- Providing online consultancy to farmers
NIMRA KAMRAN

Address: A-182, Gulshan-e-Iqbal, Block 3, Karachi
E-Mail: nimrakamran76@gmail.com, knamrah@yahoo.com
Contact No.: 0331-2362997

EDUCATION

2013 - 2015
Karachi School For Business and Leadership
MBA

2005-2008
N.E.D University of Engineering and Technology-Karachi
B.E – Industrial and Manufacturing Engineering

WORK EXPERIENCE

Aug 2014 - Sept 2014
Pakistan Petroleum Limited, Karachi
Intern
  • Worked in Procurement section under Materials & Contract Department

Jan 2012 – Dec 2012
Institute of Business Administration, Karachi
Research Assistant
  • Area of work: Operations and Supply Chain Management

Aug 2011 - Dec 2011
KPMG East India Company Limited, Karachi, Pakistan
Research Assistant
  • Analyzed sustainability of dairy hubs through study of operations, supply chain and logistics
  • Performed longitudinal analysis of dairy hubs on the basis of performance parameters such as yield, volume collected and cost per liter
  • Report and findings submitted to International Growth Center, London School Of Economics

Dec 2009 - May 2011
Dawlance Group of Companies, Karachi
Assistant Manager-Customer Satisfaction
  • Improved CS index from 69% to 86% within two months by developing and implementing new plan of action for enhanced customer service
  • Identified training needs for all customer service staff, Strategized and devised training requirements at zonal level on monthly basis
  • Managed a team of 32 personnel

Jan 2008 - Feb 2008
Pakistan International Airline, Karachi
Intern
  • Worked in logistics, procurement and inventory control department

MBA FINAL YEAR PROJECT’

DABUR - Gauge the purchasing behavior pertaining to baby care products, understanding key attributes, decision making process, key customer segments, perceptions of existing brands as well as of Dabur as a herbal brand.

ACHIEVEMENTS & LEADERSHIP ROLES

• Winner GAUNTLET’ Competition Synergies’14 LUMS
• Organized Various events under students societies such as MRC, SCORS and SSDC
• Founding Member - SME NED Chapter

INTEREST & ACTIVITIES

• Tutoring and counseling of under-privileged children
• Interior Decoration and Fashion Designing
SHABIH AHMED IQBAL

Address: House # 54-B, Jinnah Lodge, Muhammad Ali Society, Gulshan-e-Iqbal, Karachi
E-Mail: shabih076@gmail.com
Contact No.: 0343-5791303

EDUCATION

2013 - 2015
Karachi School for Business and Leadership
MBA

2008 - 2012
COMSATS University, Islamabad Campus
B.Sc. Computer Engineering

WORK EXPERIENCE

Jun 2014 – Jul 2014
Atlas Honda Limited
Intern, Sales & Distribution Department.
• Visited several Atlas Honda dealers to analyze their sales and promotional activities
• Assisted on the launch plan of CG Dream 125
• Gained hands on experience on SAP, sales and distribution module
• Prepared a detailed research report on reasons for decline in CD 70 sales

Oct 2012 – Dec 2012
Power Radio FM 99
Intern, Worked for the I.T. Department.
• Assisted Project Manager / Event Coordinator for I.T. support in different events
• Shadowed HOD (I.T.) specifically for radio transmission and hardware installation
• Worked on multiplexers, scramblers, encoders and decoders

MBA FINAL YEAR PROJECT

Engro Foods Limited: In-depth study of Omore’s Cups Segment
Analyzing factors that are contributing to the downfall of cups category in frozen desert industry and recommending an action plan to revive this category

ACHIEVEMENTS & LEADERSHIP ROLES

• Recipient, 1st prize, Pre-CEPEX Inter Departmental Declamation Contest - 2011
• Researcher, FTP Protocol on file server - 2011
• Recipient, Awarded merit certificate for securing 1st position in CAS Honors Awards
• Organizer/Event Manager, seminar on social entrepreneurship
• University Squash Champion 2010-11

INTEREST & ACTIVITIES

• Chess, Cricket & Squash
• Interested in Pakistani & Indian music
• Discovering new cell phone technology and apps
# Shahzeb Gul Shaikh

**Address:**  -------------------------------
**E-Mail:** m2130062@ksbl.edu.pk , shahzebphoenix@gmail.com
**Contact No.:** 03327821532

## Education

<table>
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<td>2008 - 2011</td>
<td>NED University of Engineering and Technology B.E – Telecommunications</td>
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## Work Experience

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<th>Company, Location, Role</th>
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<tr>
<td>Aug 2012 – Apr 2013</td>
<td>Trojan Engineers, Karachi, Pakistan. Management Trainee</td>
</tr>
<tr>
<td>Jan 2012 – Jul 2012</td>
<td>Property Ideas, Karachi, Pakistan Real Estate Consultant</td>
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</table>

## MBA Final Year Project

**Engro Foods - Omore Ice Cream**

An in-depth study of Omore Ice cream: Segment Performance Analysis, Consumer Market Research using SPSS data analysis, and Trade Marketing. Team leadership role and work planning using MS Project Management.

## Achievements & Leadership Roles

- E2E Supply Chain, warehouse modeling assignment, 2014.
- Attended Young Leaders Conference, organized by SOL, 2011.

## Interest & Activities

- Reading on socio-economic issues, world politics, and industry news
- Travelling, socializing with cross-cultural people, learning Spanish
- Freelance real estate consulting
- Voluntarily teach mathematics and play cricket
## EDUCATION

**2013 - 2015**  
**Karachi School for Business and Leadership**  
MBA  

**2008 - 2012**  
**National University of Sciences and Technology (NUST), Karachi**  
BE (Electronics)

## WORK EXPERIENCE

### Aug 2014 – Sep 2014  
Pak-Arab Refinery (PARCO), Karachi, Pakistan  
Intern, Materials Department (Supply Chain)-Foreign Procurement and Services.  
- Prepared feasibility report for an allocated budget of Rs.10Mn for in-house PCB repairing lab  
- Verifications of H.S codes  

### Jul 2014 – Aug 2014  
Coca-Cola Beverages Pakistan Limited (CCBPL), Multan, Pakistan  
Intern, Supply Chain (Production Department)  
- Analyzed Time Minimization of CIP & Changeover to reduce changeover time by 80 minutes  
- Utilized Critical Path Management resulting in financial savings of approx. Rs. 2 Mn/year.

### Jul 2012 – Aug 2013  
Comstar-ISA, Shah Nawaz Group, Karachi, Pakistan  
Design Engineer, Energy Unit  
- Worked with variety of clients at rural and urban locations for private, public and social sector to design and install solar projects at 25 sites  
- Trained an operational team of 50 individuals about installation and designing of solar systems through theoretical and practical classes based on PMBOK.

### Jul 2011 – Aug 2011  
Tuwairqi Steels Mills Limited (TSML), Karachi, Pakistan  
Intern, Electrical & Instrument Department  
- Designed & executed 10KW Solar System for flood victims at village Sajawal, Sindh.  
- Designed and fabricated 25 Solar Charge Controllers [12V, 20A] & 100 LED (50W) Lights

### Feb 2010 – Jun 2012  
PN Engineering College-NUST, Karachi, Pakistan  
Research Assistant with Capt. Dr. M. Junaid Khan TI (M) Dean at PNEC-NUST  
- Installed Solar Power units at PN premises, flood affected areas (2010) and TSML  
- Publication in International conference PGSRET DEC 2010 “Solar Power Generation”

## MBA FINAL YEAR PROJECT

Abbott Laboratories - Launch & Activation of "Mospel Pest Spray" and "Mospel"  
Conducting Market Research through Gap analysis, Correspondence analysis, P-maps, brand history & advertisement effectiveness analysis

## ACHIEVEMENTS & LEADERSHIP ROLES

- Studied on Full Scholarship from Grade 8 till MBA (FBISE, NUST, KSBL)  
- Designed and installed solar panels, systems and units at various locations  
- Achieved cash award of Rs. 0.25Mn from ICTR & D (Ministry of Information Technology-2012) for group final year engineering project [Efficient Power Control Mechanism] for TSML.  
- Installed solar plant for 50 flood victims as a member of Social Welfare Society at KSBL/NUST  
- Volunteered for organizing conference "ICCC-2009" at NUST and twoopen houses at KSBL  
- Participated as a panelist at HUM TV on energy crises solutions

## INTEREST & ACTIVITIES

- Following power crises news, working on commercially viable intelligent power control mechanisms  
- Technically fluent in MS-Office, SAP, SPSS, OR-CAD, Auto CAD, C Language
Career Service Department
UAN: (92 21) 111 11 KSBL (5725)
PABX: (92 21) 34855382 Ext. 712
Fax: (92 21) 34922831
Email: careerservices@ksbl.edu.pk

Dr. Imran Ali,
Rector & Dean
UAN: (92 21) 111 11 KSBL (5725)
PABX: (92 21) 34855382 Ext. 100
Fax: (92 21) 34922831
Email: imran.ali@ksbl.edu.pk

Dr. Ali Khalil Malik,
Director MBA Program
UAN: (92 21) 111 11 KSBL (5725)
PABX: (92 21) 34855382 Ext. 705
Fax: (92 21) 34922831
Email: ali.malik@ksbl.edu.pk

Faiza Arshad Jawad,
Manager Career Services & Placements
UAN: (92 21) 111 11 KSBL (5725)
PABX: (92 21) 34855382 Ext. 712
Fax: (92 21) 34922831
Direct: (92 21) 34867010
Cell: (92) 301 8205616
Email: faiza.jawad@ksbl.edu.pk