

CENTER FOR  
EXECUTIVE EDUCATION

# CONSULTANCY SERVICES

## Center for Executive Education

A TRAINING, HR ASSESSMENT & CONSULTANCY FIRM

**E**XPLORE  
XPERIENCE  
XCEL



School of  
Business and  
Economics

# CENTER FOR EXECUTIVE EDUCATION

The Center for Executive Education (CEE) aims to play an integral role in the long term development of corporate firms. CEE intends to help the corporate sector in achieving sustained competitive advantage by adding value to their human capital through cutting edge, applicative tool-based training programs.

## Our Mission

CEE's mission is to offer an eco-system of outcome-based solutions to its clients. CEE will incorporate industry best practices which lead to transformational learning. Our team will deliver purpose-oriented intervention programs based on the latest scientific approaches that result in the learning and development of our clients' human resources, giving them the required competitive advantage. We will continue to bring about a pragmatic change in the environment we operate in; the stakeholders we collaborate with; our employees and the societal constituents we serve.

CEE is striving to become the most innovative capacity building and organizational development firm. We aspire to lead our industry by offering the most diversified portfolio of intervention techniques to enhance the intellectual capital of our clients.

## Our Vision

We are identifying new and unexplored areas for the 21st century executive development. We believe in quantifying the learning outcomes through on the job applicability for our client organizations. Our competitive edge lies in our intellectual capital that consists of a highly diversified and large pool of internationally qualified trainers and consultants who have proven track records of successfully executing industry projects coupled with emancipated corporate exposures and experience.

## Goals and Strategic Objectives of CEE

- Fulfill executive development requirements at the regional and national levels
- Focus on region specific, innovative and emergent areas for training
- Focus on tool-based, skill-oriented interventions through experiential learning
- Adopt customized problem solving approaches through partnering with the client

# Service Portfolio

Customized Training Programs

Open Enrollment Programs

Consultancy Services

HR Assessments

Outbound Training Programs

Academics & Certifications

Govt./Social Sector Programs



# Director's Message

Welcome to the Center for Executive Education (CEE) at the School of Business and Economics, University of Management and Technology (UMT). CEE has a track record of exerting profound efforts in the way of supporting learning culture of corporate sector through provision of trainings and consultancy services, and acting as a facilitator of knowledge management since its inception.

Our aim is to revolutionize contemporary training practices prevalent in industry by developing an environment of pragmatic erudition through personification and tool-based learning. Our programs enable the corporate and public sectors to optimize their capacity and meet the dynamic requirements of industrial modernization through their interaction with CEE.

We facilitate corporate leaders in translating their vision into reality by providing consultancy services in a way to create "VALUEE" for our clients through performing multiple activities in collaboration with them in a meticulous manner by visualizing their context in order to sense problem; analyzing the gaps censoriously to divulge the root cause; adapting state of the art industry superlative practices in configuration with underlying situation to produce a unique solution along with provision of assistance in terms of change management and development of action plan for effective implementation so that key sources of loopholes prevalent in actual and desired state are utterly exterminated.

We believe in invincible growth and enduring prosperity in terms of profitability, productivity and penetration that is ensured by developing a feedback mechanism. We build deeper bond with our client by becoming their partner in the path of sustaining their competitive advantage by allowing them to attain strategic fit.

Our vigorous and diversified team comprising of highly experienced foreign trainers and consultants, skilled in wide variety of areas, is highly aspired to support industry in overcoming manifold challenges enforced by environmental vicissitude by providing specialized consultancy services to corporate professionals.

Our philosophy is to achieve enduring customer satisfaction and retention. I invite you to join us in the journey of improvement and learning that is directed towards sustainable growth to meet the prevailing demands of new era of corporate world characterized by modernization and constant change.



A handwritten signature in white ink, which appears to read "Asher Ramish". The signature is stylized and fluid, with a long horizontal stroke extending from the end.

Asher Ramish  
Director CEE

# CONSULTANCY SERVICES

The Center for Executive Education serves the business world by offering “Management and Technical Consultancy Services”. We partner with our client organizations to give them a path to performance improvement and business transformation by suggesting state of the art global best practices.

We take into account the local context, and we align their corporate strategy to the strategies of each functional area including Supply Chain Management, Research and Development, Operations and Production Management, Human Resource Management, Learning and Organizational Development, Finance, Sales and Marketing, Customer Services and Information Technology. CEE then streamlines operations accordingly after critically analyzing gaps, existing problems and the sources of such problems, as CEE believes in eradicating the root cause of problems rather than fine tuning the symptoms.

CEE also suggests control measures to our partners to ensure that they are moving in the right direction and their actions are aligned with their strategic plans.

## Objectives

- Creating value by translating our state of the art ideas into unique and distinctive solutions which will direct and guide our industrial clients beyond problem solving
- Converting the visions of business leaders into reality through transformational learning
- Enabling corporate front-runners to seize sustainable competitive edge through adoption of proactive strategies by developing their competencies in identifying and responding to the demands of the volatile corporate world

## Benefits/Value Addition

- Allowing firms to adopt “Industry Best Practices” by transferring our insights on the subject matter and utilizing our experiences gained through working in diverse sectors
- Developing the competencies of our clients by guiding them in all areas ranging from strategic planning to operational excellence
- Providing tailored solutions to our clients specifically designed to address the problems faced by them keeping in view their business dynamics and situation of market and industry in which they operate
- Equipping our clients with various management tools and techniques
- Assisting business firms to gain comprehension of the latest market and industry trends to remain up-to-date by transferring the right information at the right time in a structured manner
- Enhancing problem solving skills of all level personnel by providing technical assistance
- Our strategic plans will enhance leaders’ ability to manage risk in systematic manner that will minimize chances of loss

# Core Values

## Transparency

Open Communication

Collective and collaborative decisions

## Confidentiality

Maintain Trust

Client data and information security

## Performance Excellence

Provide Excellent Services

Achieve high quality standards

## Sustainability

Continuous Improvement

Provide enduring solutions to clients

## Customization

Contextualization

Tailored need based solutions

## Mutual Understanding

Two-way information Sharing

Respecting client's values & perspective

# CORE SERVICES

SUPPLY CHAIN OPERATIONS AND QUALITY MANAGEMENT	
Supply Chain Management	Business Excellence
Logistics Management	Supplier Selection Strategies
Plans for Strategic Sourcing	Contract Negotiation and Management
Materials Management in Supply Chains	How to Design Demand Collaboration / CPFR Strategy
Reverse Logistics	How to Design 3rd Party Logistics Strategy
Supply Chain Finance	Radio Frequency Identification
Quality Assurance in Supply Chain	How to Design Vendor Managed Inventory Strategy
Enterprise Resource Planning	How to Design Supply Networking Strategy
Supply Chain Performance Measurement	How to Design a Business Process Outsourcing Strategy
System Dynamics	How to Design a Vendor Development Strategy
Planning to Implement 5S	Freight Forwarding Best Practices
Production and Operations Management	Balancing Supply with Demand
Developing Sustainable Supply Chains	Supply Chain ERP Implementation
Project Management	Business Process Improvement-Assessment & Design
Total Cost of Ownership	Network Optimization Strategy
Six Sigma	Statistical Process Control (SPC)
Process and Technology Improvement Plans	Inventory & Warehousing Management Best Practices

LEADERSHIP AND TEAM BUILDING	
Developing Entrepreneurial Leadership	Strategic Forecasting
MBTI Leadership and Change	Developing Trust with Key Stakeholders
Transformational Leadership	Developing Change Leadership Model
Personal Leadership Workshop	Strategic Negotiation Skills
MBTI Leadership Advantage	MBTI Leadership and Coaching

## ACCOUNTING AND FINANCE

Corporate Governance	Financial Planning and Forecasting
Finance for Non-Financial Managers	Cash Flow Management
Tax Issues for Small Business	Anti-Money Laundering
Finance for Marketing and Sales Professionals	Profitability Analysis
Cost Reduction Programs	Designing Effective Performance Reporting System
Financial Management for Small Business	Audit and Compliance
Working Capital Management	Corporate Finance for Managerial Decisions
Designing Effective Budgetary Systems	Strategic Financial Decisions
Project Appraisal with Financial Modeling	Sustainable Financial Growth
Basics of Taxation for Salaried Class	Preventing and Investigating Corporate Frauds
Credit Risk Analysis	Capital Budgeting & Long-Term Investment Decisions
Financial Modeling	Designing Effective Internal Control Systems

## SALES AND MARKETING

Building Customer Base	Developing Marketing Plan
E-Marketing Solutions	Testing your Business Idea
Creative Advertisement	Optimal Pricing Strategies
Branding and Competitive Strategies	Strategic Brand Management
High Performance Customer Services	Risk Reporting Formats
Key Account Management	Idea Creation Studio
Power Selling	Digital and Social Media Marketing
Sales Management Excellence	Regional Sales Management
Experiential Marketing	Sales Force Management
Web Marketing and Analytics	Customer Relationship Management
Retail Customer Service	Optimizing Retail Management



## MANAGEMENT AND STRATEGY

Strategic Decisions	Crises -- Strategies and Tactics to Deal with them
Business Plans Development	Risk Evaluation Techniques
Project Feasibilities	Managing Successful Business Relations with Chinese
Business Strategy	Risk Management System Audit
SMART KPIs Development	Risk Reporting Formats
Feedback Mechanism Techniques	Management of Self and People in Organizations
Organization Structure Streamlining Strategies	Monitoring and Evaluation
Change Management Tools and Techniques	Design of Risk Management System
Risk Assessment Strategy	Effective Delegation Mechanism Development

## HUMAN RESOURCE MANAGEMENT

Employee Engagement	Employee Recruitment and Retention
Coaching and Mentoring	Performance Management and Documentation
Succession Planning	Training Need Analysis
Personnel Competencies Analysis	Advanced Corrective Action
Legal Employment Issues	Handling Workplace Pessimism
Precluding Workplace Violence	MBTI Conflict Management
Balance Scorecard for HR	Performance Appraisal & Compensation Management
Managing Workers' Compensation Costs	Managing Workers' Health Insurance Costs

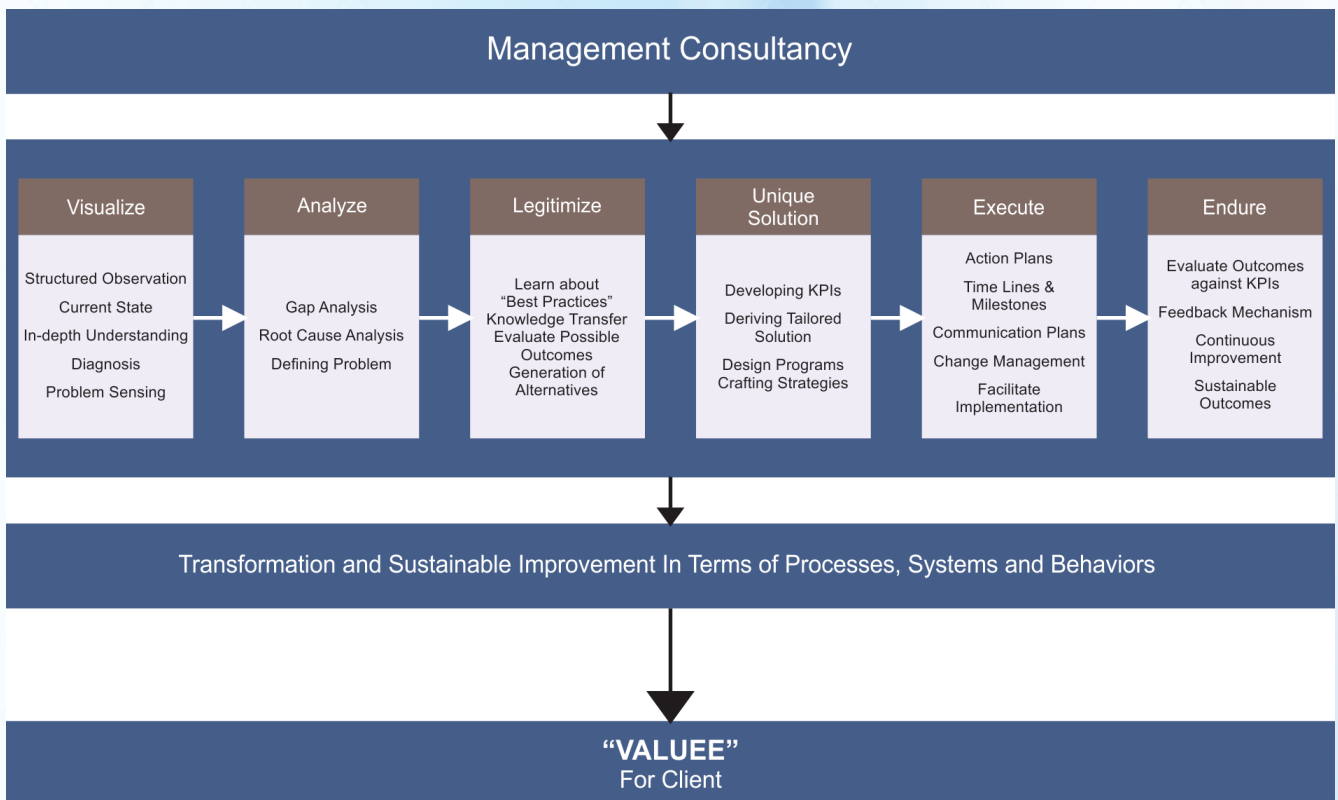
## INFORMATION SYSTEM

ERP through Simulation	Electronic Business for Everyone - a Practical Approach
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## PERSONAL EXCELLENCE

Demonstrating Ownership and Initiatives	Winning Mindset
MBTI Stress and Time Management	Effective Goal Setting

# Consultancy Model



# Our Clients



## Consultants' Profiles



### **Adeel S. Shaikh**

Adeel is a seasoned resource in the area of Finance. He has training and consulting exposure both in the corporate and public sectors. Some of his achievements include trainings with Lahore Chamber of Commerce and Industry, Federal Board of Revenue and multiple corporate sector firms where he has conducted trainings both in soft and technical skills.

He earned his CPA, CMA from Canada. He keeps himself up-to-date in his professional knowledge and skills. He has an MS in Finance from Virginia Commonwealth University, USA. To complement these, he also holds an MBA from University of Central Punjab, Pakistan. Adeel's exposure to three markets academically and professionally makes him a strong consultant in multiple fields.

His main areas of expertise are Finance, Finance for non-Finance people, Risk Management, Corporate Governance, Capital Budgeting and Evaluations. He has studied and worked in Pakistan, USA and Canada.

Adeel has an inspiring multi-industry exposure both locally and internationally. He has worked in the corporate sector along with providing consulting in the same. His knowledge and experience in education, textiles, automobiles, sugar, investments, medical equipment and automation equips him with many resourceful exposures. His distinctive skill-set makes him stand well above the rest.



### **Aly Raza Syed**

Aly works as a bespoke trainer, intervention specialist and consultant for many national and multinational organizations where he has trained, mentored and elevated the firms' human assets. As an intervention coach, Aly has successfully delivered trainings on Team Building, Negotiations Strategies, Time Management Initiatives, Strategic Leadership, Mentoring, Effective Communications Skills, Evaluation Frameworks, HR Capacity Building, Frameworks for Strategy Execution, etc. Furthermore, he has delivered an array of outbound trainings that include Leadership Adventure, Seamless Team Building,

ThinkBIG, Strategy Safari, Unleashing your Potential, Team Survivor, Outbound Away Day, Optimizing in Wilderness, etc. His clients include Total Parco, Zeitgeist, Pepsi Cola Pakistan, Interloop Ltd., Lotte Kolson (Pvt.) Ltd., Nishat Power, Coca-Cola International, Qadri Group of Companies, Novartis Pakistan, Fast Cables, KVS Interior Designs, Gourmet Foods, Auriga Chemicals, Civil Services Academy, and Nestle Pakistan, etc.

Aly is currently working as Director Outbound Training at the Center for Executive Education (CEE) where he is working as an intervention specialist, bespoke trainer, corporate consult and coach. Previously he worked as a director for two executive programs where he was responsible to deliver trainings for managers representing national and multinational organizations in Pakistan. Having a degree of Masters in International Business from the Helsinki School of Economics and Business Administration, Finland and also pursuing his PhD in Strategic Management Aly has been working with corporate Pakistan for more than two decades. He has also completed a 14-day training certification (CFERT) from the George Mason University, USA.

Due to his extensive exposure of international travel across the continents of North America, Europe, Asia and Middle East, Aly has the ability to create and execute corporate trainings and workshops by bringing innovative tools and experiential learning techniques to the training rooms and outbound settings for training middle and upper tier executives. He is a firm believer of self-reflection and continuous development.



### **Dr. Ammar Aftab Raja**

Dr. Ammar is the Disruptive Data Scientist, and believes in using the power of Big Data Analytics to disrupt everything from the Banking sector to the Government. Working predominantly in Cognitive Computing using IBM Watson, he has an Academic Membership with IBM, which gives him full access to Watson's Computing capabilities. He is also working with Microsoft Oxford Project Vision and Speech API's, created a face recognition app with Oxford Face API, and working on integrating it with LUIS (Language Understanding Intelligent Service) to incorporate Sound in API.

His areas of expertise are Data Analysis, Analysis, Research, Financial Modeling, Teaching, Econometrics, Leadership, Statistics, R Statistical Programming Language, Ruby on Rails, Python, JavaScript, AngularJS, Ember.js, Bootstrap, Single Page Applications, Representational State Transfer (REST), Machine Learning, PostgreSQL, MongoDB, IBM Watson Analytics, Version Control Tools, Git, Github, Gitbucket, Gitlab, User Acceptance Testing, RSpec, Unit Testing, Jasmine Framework, Virtual Machines, Microsoft Azure, Amazon EC2, Heroku Public Speaking, Economics, Finance, Game Theory, Entrepreneurship, Gamification, Mathematical Thinking, Statistical Data Analysis, Time Series Analysis, Quantitative Analytics, Hadoop, and Apache Spark.



### **Asher Ramish**

With cross cultural experience of more than 15 years in the corporate/private sector from organizations both in Pakistan and Germany, Asher brings with him concepts and knowledge about the revolutionary field of Supply Chain Management from abroad and is now considered amongst the new breed of dynamic "Supply Chain Trainers" blending practical concerns effortlessly.

Besides his enrollment in doctorate program in supply chain management, Asher previously, has done his MS in Production Management from Technical University of Hamburg-Harburg, Germany, on full scholarship sponsored by a world renowned German company Koerber AG. He also holds a Bachelor in Mechanical Engineering from University of Engineering and Technology (UET), Lahore.

Asher has conducted numerous seminars and workshops in several academic and management training sessions in Pakistan in the areas of Supply Chain Management, Warehousing and Logistics Management, Freight Forwarding, Supply Chain Strategies, Vendor Selection and Development, Distribution Networks, RFID, 3PL, BPO, CPFR, Problem Solving and Decision Making Skills and Project Management. Employees from Coca-Cola, Pepsi, ICI Chemicals, Kot Addu Power Plant, Bata, Service Industries, Stylo Shoes, Berger Paints, PSO, Shell, Total Parco, Haleeb Foods, Packges, Agility Logistics, Borjan, Raaziq International, Samin Textiles, UVAS, Vandana, PIFFA, Bank of Punjab and AFAQ Foundation have attended these trainings on various topics, either open enrollment or customized. He also provides specialized consultancy services in the same areas. His last consultancy project was regarding the development of supply chain procurement process for a multinational footwear organization.

His training interests are also extended towards the fields of Logistics, Supply Chain Management, Supplier Relationship Management, Strategies in Supply Chain Management, Supply Chain Performance Measurement, Production and Operations Management and Project Management. He is known to be one of the educationists in demand due to his versatile and friendly style of interaction. Asher has authored a number of research papers in his area. His future interests are in the area of services supply chain management and demand collaboration processes i.e. CPFR local implementation model. Asher has been an AD-HOC member of the reviewer board of 9 ISI impact factor Emerald journals and one ISI impact factor Taylor and Francis journal.



### **Dr. Haroon Rasheed**

Dr. Haroon Rasheed earned his PhD Marketing from Wuhan University of Technology, China and joined Civil Aviation Authority of China as a Marketing Consultant under a project of National Science Foundation of China. Dr. Haroon is currently working with the Chinese Embassy in Pakistan as a Social Media Strategist. He is currently working on a consultancy project related to consumer buying intentions for a renowned Health Club.

Dr. Haroon has conducted a number of trainings on Customer Relationship Management, Consumer Behavior, Service Marketing, Brand Management, Sales Force Management, Service Failure and Service Recovery, Key Performance Indicators Development, Time Management, Leadership, Organizational Development, Communication Skills, and Interpersonal Skills. He has also served Indus International University Project as Project Director.

Dr. Haroon Rasheed is an entrepreneur, motivational speaker, mentor, coach and consultant having more than 16 years of experience. He has conducted training programs for various organizations. Dr. Haroon is a C-Level coach to prepare business leaders for JVs, mergers and acquisitions.



### **Ijaz Yusuf**

Ijaz Yusuf is presently the Director of the Center for Supply Chain Research at University of Management and Technology, Lahore, Pakistan. He has been providing consultation and training to industries from the platform of Quality Circle Institute as the head of the institution. He has more than 20 years of industry and teaching experience. He did his bachelors in Mechanical Engineering from University of Engineering and Technology (UET), Lahore, Pakistan. He earned the degree of Master of Engineering in Industrial

Engineering and Management from Asian Institute of Technology (AIT), Bangkok, Thailand. He also did diploma in Business Management from Lahore University of Management Sciences (LUMS).

He worked in Packages Ltd in various capacities including Incharge Mechanical Workshop, Production Planner, Assistant Incharge Diesel Power Plant, Incharge Offset Printing Line, ISO Coordinator, SAP Power User and Manager Productivity Improvement. He served Asian Food Industries as a Head of Production looking at Confectionary Plant and Biscuit Plant. He also had the opportunity to work as Plant Manager in Mian Tyre and Rubber Company.

He is exposed to national and international industries and educational institutes. He visited Thailand, Japan, Finland, Sweden, Norway, Denmark, United Kingdom, Germany, Austria, France, Saudi Arabia, UAE, China, Italy and United States of America. Recently he has completed a Six Sigma Black Belt course from the Singapore Quality Institute International (SQII) and has received certifications in System Dynamics Insights and Excellence in Teaching and Research from Worcester Polytechnic Institute (WPI), USA and George Mason University (GMU), USA respectively.

He has conducted many training workshops from the platform of National Productivity Organization (NPO), Pakistan National Accreditation Council (PNAC), Small and Medium Enterprise Development Authority (SMEDA) LCCI, MCCI, FCCI, SCCI, GCCI, FPCCI, Trade Development Authority of Pakistan (TDAP), Pakistan Readymade Garments Technical Training Institute (PREGTTI), Pakistan Association of Auto Parts & Accessories Manufacturers (PAAPAM), Pakistan Electric Fan Manufacturers Association (PEFMA), PIQC The Institute of Quality, Quality Circle Institute (QCI) and Institute of Engineers of Pakistan (IEP). He is the Vice Chairman of Quality and Productivity Society of Pakistan, and President of Pakistan Chapter of System Dynamics Society, MIT, USA.



### **Imran Sadiq**

Imran Sadiq is Director for undergraduate studies along with being Assistant Professor at School of Business and Economics at UMT. He did his Masters in International Business from Oklahoma City University, Oklahoma, USA.

Imran is a perfect blend of corporate and academia. Before joining the academia full time, he served the corporate world with international companies like Taco Bell, USA (a Pepsi Cola subsidiary) and local multinational giant Unilever Pakistan. He also worked with the top national company Shabbir Tiles and Ceramics with their famous “Stile” brand in different roles of sales resulting in combined 27 years of experience specializing in sales and retail.

He has conducted enormous trainings for Taco Bell, Rafhan Best Foods, Unilever Best Foods, Shabbir Tiles & Ceramics, Coca Cola, Shafi Reso, Haleeb Foods, and Habib Bank Ltd. Imran is a highly skilled business professional with over 14 years of experience in Customer Management and Business organizations with some of the best organizations in the world. During his tenure at Unilever Pakistan, Imran achieved new milestones by growing sales targets 121%. He has also conducted training for the sales staff at Unilever Pakistan on retail planning.

His areas of interests are Sales Force Management Sales, Marketing and Consumer Behaviour.



### **Kamran Rashid**

With more than twenty two years of professional experience, Kamran Rashid is currently working as the Chairperson of Department of Operations and Supply Chain at the University of Management and Technology (UMT). Kamran is a candidate for PhD in Operations Management at University of Toronto, Canada. Previously, he has completed a Masters in Manufacturing Systems Engineering from University of Wisconsin-Madison, USA, and Bachelor in Mechanical Engineering from University

of Engineering and Technology (JET), Lahore.

His areas of expertise are Project Management, Project Planning and Control Supply Chain Management, Operations Management, Quality Management, and Decision Models. He has conducted numerous trainings on the following topics Material and Store Management, Inventory Planning and Warehousing, Designing Sustainable Supply Chains, Statistical Quality Control, Total Quality Management, Business Excellence, Lean Supply Chains, Process Mapping for Lean Decision Analysis in Supply Chains, Optimization Methods in Management, and Total Preventive Maintenance.

Some of his clients are ICI, PEL, National Foods, Lucky Cement, Reckitt Benckiser, Uch Power, Pakistan Oil Limited, CCL Pharmaceuticals, Ali Akbar Group, Interloop, Makro / Metro, GlaxoSmithKline Pakistan Limited.



## Manzar Bashir

- Country Director - Aston Business Assessments, UK (An Aston University Company)
- Certified MBTI Practitioner Step I™ & Step II™ – Workshops and Assessments
- Qualified and Certified in more than 10 International Personality Tools including BIG-FIVE
- Chartered Member: Chartered Institute of Personnel and Development (CIPD), UK
- Trained and Certified by British Psychological Society – Ability and Personality

Areas of Interests Include: C-Level Coaching, Personality Assessments and Personality Based Workshops, Assessment Centers, and Promotional Assessments

With an extensive international of experience of working as a management consultant & intervention coach, Manzar is a trained and certified British Psychological Society (BPS) and CPP USA in the use of Ability tests including Seville, SHL, Able®, Pearson and world's top personality tools including BIG-FIVE, MBTI®, Giotto, Orpheus, and is a certification provider of Trait Personality Inventory. Manzar takes keen interest in raising self-awareness in individuals using MBTI and enhancing their creativity and problem solving approaches.

He has coached top level executives locally and internationally using various leadership tools including SOSIE, Trait-Premium, and EQ-3D to help them prepare for the ultimate challenges in their careers. Manzar graduated from NUST Business School with an MBA in HR and has a Masters in Human Resource Development from Middlesex University, UK. He has completed several international courses and certifications from top institutions including the London School of Economics, British Psychological Society, Pearson and the Aston University.

As a trainer Manzar specializes in Personality based workshops including the powerful series of MBTI® SIGNATURE WORKSHOPS covering:

- |                                     |                                   |                                 |
|-------------------------------------|-----------------------------------|---------------------------------|
| ▪ Creativity and Innovation Program | ▪ Emotional Intelligence          | ▪ Problem Solving               |
| ▪ Stress and Time Management        | ▪ Leadership and Coaching Program | ▪ Communication                 |
| ▪ Conflict Management               | ▪ Team Building                   | ▪ Leadership and Change Program |

Manzar creates bespoke coaching and assessments programs for senior executives and leaders, preparing them for greater challenges ahead in their careers. His clients include Stewart USA, Editec UK, National Health Services, UK, Prime Communications, USA, Engro, Descon, Wartsila, Sitara Group, Chenone, Raaziq Group, Avanceon, Intech Process Automation, ABL, Mashriq Bank Dubai, Gerry's Dnata, Bayer, and Faysal Bank.



## Rashid Hussain

Rashid Hussain is a Chartered Marketer, certified and licensed by Asian Federation of Marketing, Singapore. He holds an MS degree and is a business graduate in "International Business Studies" from Maastricht University, The Netherlands, the University which is among the top 100 Global Universities ranked with concentration in Marketing and Retailing Strategies.

Rashid has over 20 years of diversified experience in the Pakistani and European markets in the corporate sector and academia. His working profile includes industries from Banking, Automobile, Pharmaceutical, Bio-Sciences, FMCG, Marketing Research and Academia. Besides holding top level management positions such as Head of Marketing and Retail Management, Marketing and Retail Consultant, Senior Manager Retail Research in various organizations; he is actively engaged in both public and private sector consultancies. Rashid has completed projects for the European Union, headquartered in Brussels. Besides, he also served in the research wing of German Ministry of Planning and Development in Bonn, Germany.

The diversified and rich experience of working for leading global pharmaceutical and health sciences group such as Merck Sereno, Darmstadt-Germany and Diagenics International Corporation, Dusseldorf-Germany have further enriched his professional grooming. He was responsible for the successful development of Global Launch Guide for Merck KGaA products. Rashid has strong ties with the Boston Consulting Group and Accenture-Caps Gemini Ernst & Young for devising global marketing and planning initiatives for different MNCs, including devising a standardized recipe process for McDonalds European markets. He also worked for the Automobile industry while engaging with the world's leading automobile concern "Volkswagen" in the production and research department over a period of 3 years. He served as a principal liaison to align the inter and intra departmental activities of different employees of Volkswagen for its all production units in Germany.

Along with his corporate engagements, Rashid has always been passionate to share the knowledge and diversified experience with young and aspiring marketers. He has taught in different business schools including RWTH- AACHEN, Germany, IOBM (CBM), Karachi, Pakistan, PAF KIET, Karachi and University of Management and Technology (UMT), Lahore, Pakistan. At the moment, he is actively engaged in corporate trainings and consultancies. He also served as "Director Programs" at Institute of Knowledge and Leadership (IKL), having offices in both Dubai, UAE and Ankara, Turkey.





### **Dr. Rubeena Tashfeen**

Dr. Rubeena has a PhD from New Zealand in Finance and Corporate Governance, and has obtained her MBA from the USA, with a Finance Concentration. For more than 15 years, Dr. Rubeena has been associated with academia and industry, both in Pakistan, USA and New Zealand. Her industry exposure has been gained while working in various capacities such as Chief Financial Officer, Deputy General Manager (Finance & Administration), Senior Financial Systems Consultant and Support Function Leader (Risk Management), Manager Finance, and as Chartered Accountant Articled Student in Ford, Rhodes, Robson, Morrow (Rep. of Ernst & Young in Pakistan).

Additionally, she possesses rich consultancy and training experiences and has been a part of major projects involving the World Bank, the Canadian International Development Agency (CIDA) and UNIDO-Intech Art and USAID. She has also provided consultancy in other sectors including development and implementation of computerized financial systems and other services in sectors comprising textiles, automobiles, footwear, agri-business, chemicals and pharmaceuticals, FMCGs, glass and ceramics, and other sectors in the manufacturing and service industries. With special focus on Risk Management, Corporate Governance and Business Plan Development, her areas of expertise range from Financial Derivatives, Risk Management and Corporate Governance Risk Strategies, among others in the field of Finance and Accounting.

Her training portfolio comprises of risk management training for consultants at Coopers & Lybrand, Pakistan; Business Plan Development training for doctors at the University of Veterinary and Animal Sciences; Training of Women Entrepreneurs at Multan, a USAID – CENTIN/UMT Project and other workshops/trainings to several businesses in the assessment, evaluation and implementation of customized accounting packages at diverse businesses by Coopers & Lybrand Ltd.

Dr. Rubeena has vast and intensive exposure in Internal Control Evaluation, Auditing, Financial Statements Preparation, Project Evaluation and Feasibilities, Financial Systems Analysis, Risk Analysis, Cost Analysis/Costing, Consultancy - Office Systems Development and Implementation, Special Investigations, and Extensive Interactions with clients and others.



### **Sami Ullah Bajwa**

Sami Ullah Bajwa is a development practitioner and scholar, having rich combination of over 12 years of experience of working with International Development Agencies, Government of Pakistan, private sector, and academia.

He is pursuing his PhD Management from UMT with focus on Complexity Aware Management and Evaluation Approach in International Development Agencies. Earlier, he earned his MS degree in Entrepreneurship and SME Management from Government Collage University, Lahore, and MBA degree from University of Management and Technology, Lahore, Pakistan. He has also earned advance certification in Monitoring and Evaluation from USAID-LUMS, Advance teaching and research skills from George Mason University, USA, Enterprise Development from Islamic Development Bank, Manama Bahrain, COMFAR Expert for Project Formulation and Appraisal from UNIDO, Vienna, Austria, and SME Development Policies from Pacific Resource Exchange Program, Osaka, Japan.

Currently, Sami Ullah is working with University of Management and Technology, Lahore, Pakistan in the capacity of Assistant Professor and Director for Internationalization. He is also an affiliate of George Mason University, USA. He has served United Nations Industrial Development Organization (UNIDO) as National Expert for Investment Promotion, Small and Medium Enterprises Development Authority (SMEDA), Government of Pakistan as Assistant Manager for Monitoring and Evaluation, and Ssayed Engineers (Pvt.) Ltd as marketing executive.

Sami Ullah Bajwa has also worked as Evaluation Consultant with Asian Development Bank, World Wildlife Foundation (WWF), Solidaridad Netherlands, Better Cotton Initiative (BCI) and Pak Lite (Pvt) Ltd. He is Conference Manager of “SME Conference” – a landmark joint initiative of Government of Pakistan and academia for promoting SME focused and applied research in Pakistan. Moreover, he is executive member of “Youth Initiative for Interfaith Harmony”. He is also co-author of a book on “Evaluation Frameworks for Common Facility Centers”, published by Government of Pakistan.



### **Dr. Tashfeen Azhar**

Dr. Tashfeen M. Azhar earned his PhD in Industrial and Management Systems Engineering with a focus on Production Planning and Control, Supply Chain Management, Fuzzy Mathematical Modeling, Computer Simulation, and Expert Systems from University of South Florida, USA in 1993.

For the last more than 30 years, Dr. Azhar has been associated with academia and industry both in the USA and Pakistan. He has vast corporate experience in Operations and Supply Chain Management, which was gained in his capacity as General Manager (Operations) in Radieux (Pvt) Limited and Director (Operations) in Rex Baren Batteries Ltd. He has also served in the faculties of some of the leading business schools in Lahore, Pakistan, including Pak AIMS, Imperial College of Business Studies and Institute of Leadership and Management (ILM) to name a few. Moreover, his research work has been published in internationally and nationally recognized peer reviewed journals.

Dr. Azhar has focused his academic career on Production Planning and Control, Materials Management, Supply Chain Management, and Mathematical Modelling. He has conducted numerous training workshops on Supply Chain Management, Production Planning and Control, Forecasting, and Inventory Control. His portfolio comprises training for Coca Cola Beverages Pakistan Ltd (CCBPL), Novartis Pharma (Pak) Ltd, Pepsi Cola International (Pvt.) Ltd., Merck Pharmaceutical, Continental Biscuits, Sapphire Group, ICI (Pakistan) Ltd, and Shafi Group, to mention a few. As a senior consultant with the University of Management and Technology team, he was involved in developing curriculum for Gujrat University under the public private partnership.



### **Usman Sattar**

Usman Sattar has more than 10 years of training and consultancy experience in the fields of Information System and System Security. Usman has done his MS in Information Technology Management from University of Sunderland, UK. Usman is currently working as Director, Bachelor of Business and Information Systems (BBIS).

He has conducted several trainings in his area of interest for national and multinational clients with respect to industrial focus. His expertise in Enterprise Resource Planning software has enabled him to train a wide variety of people on how to use IT solutions. He firmly believes that Pakistan is on the fast track towards becoming a digital economy, therefore, it is necessary for different organizations to adopt ERP software for surviving in the higher competition that is to follow. Usman is also a Certified Microsoft Innovative Educator and Trainer. Being aware of the latest teaching trends, he believes the best approach to preparing participants is problem based learning in which students are open to find a solution that is both effective and innovative.

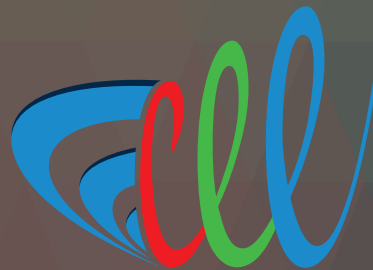
He is a certified user of One Note, the application used by Microsoft for collaborative learning and office 365. He has gained expertise in cloud-based solutions through collaborations with Microsoft and enabled different organizations to shift on to much cheaper and efficient solutions. Being an Educator Community Contributor, Usman believes that through sharing knowledge with the community worldwide, we can grow as a society. Through this platform, he is in touch with industrial leaders and Ivy League professors.

# Center for Executive Education

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