



Syed Farhan Shakeel

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Summary

I'm a seasoned corporate executive with > 22 years of business development - strategic corporate planning - organizational development - project management - business process ReEngineering and media management expertise

My professional experiences include:

- Industrial manufacturing (automobiles and commercial lighting)
- Print and broadcast media
- Education management
- Government agencies
- Financial services
- IT systems
- Healthcare Administration
- Textiles / Retail Apparel
- Event management
- BPOs
- Ports & Shipping logistics
- Nonprofit Management

Since 1996, I have lived and worked in the United States, Europe, Middle East and South Asia regions

My proven deliverables include stringent operational efficiency, short/intermediate term cash-flow liquidity, organizational restructuring, crisis management and market capitalizations leading to overall operational profitability in divergent economic environment

I am a steadfast proponent of the road less traveled, over the course of my life, I've been fortunate to survive conflict-riddled geographic territories and full-scale war

Experience

Independent Principal Consultant

Self-employed

Jan 2023 - Present (4 months)

Head of Corporate Planning & Strategy

Al-Hamd International Container Terminal (Pvt.) Ltd

Dec 2018 - Dec 2022 (4 years 1 month)

- Administered and executed special business development projects relating to dry port import/export of cargo
- Involved with assigning key data metrics for analysis, evaluation and monitoring of benchmarks, KPIs as outcomes within the local industry and international competitors
- Costing of freight input and review with and port demurrage and detention charges
- Conducted extensive primary and secondary research and data validation on freight data
- Had 2 persons in my team under direct reporting

- Reporting to Chief Executive and dotted line reporting to Head of Finance



CFO & Company Secretary

The Ivy School

Feb 2018 - Mar 2019 (1 year 2 months)

- Maintained the company's statutory books, including:
 - register of present and past directors
 - register of all shareholders, past and present and their shareholdings
 - register of any charges on the company's assets
- Minutes of general meetings and board meetings
- Filed annual returns at Companies House. Other documents which must be filed include the directors' report and auditors' report (unless the company is exempt), and financial statements, including details of the company's assets and liabilities.
- Ensured the security of the company's legal documents, including for example, the certificate of incorporation and memorandum and articles of association.
- Deciding on the company's policy for the filing and retention of documents.
- Advised directors on their duties, and ensuring that they comply with corporate legislation and the articles of association of the company.
- Fiduciary management of funds, including accounts receivables/payables and investments in financial securities



Education Consultant - Academics & Strategic Planning

Kiran Foundation

Oct 2017 - Feb 2018 (5 months)

- Developed and administered educational programs from Preschool until Grade 10 (DCTO School, Lyari and After-School) to increase and enhance educational learning for students of marginalized backgrounds in the violence-prone community. This entailed developing and implementing organizational and employee development strategies and interventions which may include developing curricula, writing lesson plans, developing broad range programs to meet the needs of a diverse ethnic population, managing training and organizational development programs, contracting services and developing budgets
- Directed, supervised, trained, and evaluated assigned teaching faculty and staff
- Coach/counsel staff on strategies to increase viable public programs and to increase contract programs to meet annual income/net revenue goals
- Executed and managed project budgets; assisted with development of unit budget and identify funding sources
- Strategized with implementation of awareness and marketing plans of the Foundation
- Worked with Mental Health & Wellness team under the leadership to design a comprehensive wellness curriculum and therapy for students, teachers and staff

Reporting to the Chairperson & General Secretary of the Board



Senior Manager Business Planning & Analysis

TRG - The Resource Group

Jan 2017 - Feb 2018 (1 year 2 months)

- Oversaw and led a team responsible for the delivery of accurate, high quality and real-time financial/operational information to team members, managers and associates of AT&T North America, Caribbean, Europe and Asia operations
- Created monthly, quarterly and annual data models forecasting BPO/contact center sales, cross-selling and business loss from respective units
- Led budgeting processes and partner with team to develop and coordinate the multi-year/annual planning process as well as rolling forecasts
- Evaluated strategic business opportunities and 5/10-year profitable viability
- Evaluate and report actual versus planned outcomes of key strategic cost centers

Reporting to Vice President Finance & Operations, North America and Senior Director, Finance



Consultant - Operations & HR

EMC Pakistan Private Limited

Mar 2017 - Aug 2017 (6 months)

- Developed HR Policy Manual
- Implemented approving protocols for new project budgets expenditures, timelines and payment recovery process
- Provided brief administrative oversight while maintaining internal HR systems

Reporting to Managing Director



Adjunct Faculty Instructor

Sindh Madressatul Islam University

Jan 2017 - May 2017 (5 months)

- Taught MBA Evening students course on Working Capital Management

Reporting to Dean, Faculty of Management



Consultant - Special Projects & Events

Jang Group of Companies

Jan 2017 - Mar 2017 (3 months)

- Developed a stakeholder engagement plan to determine feasibility of new event planning start-up
- Assisted in brainstorming, design, and execution of new media projects that could range across the portfolio of the Group Managing Director's activities
- Drafted key communication products inclusive of social media. Work closely with the communications department on preparation for speeches, presentations and other public materials



General Manager - Corporate Planning & HR

Al Rahim Textile Industries Ltd

Feb 2016 - Feb 2017 (1 year 1 month)

- Responsible for providing research, analysis, data stewardship and reporting in accomplishing objectives
- Provided advice and leadership regarding the development and implementation of Key Performance Indicators and performance measurement systems

- Working closely with staff to provide consultation, advice and articulate to IT real-time reporting requirements and ensuring effective utilization of the core business systems
- Administered and coordinated units on day-to-day operations and monthly payroll processing
- Liaised with government agencies such as EOBI and SESSI on industrial labor relations
- Handled employee grievances and point of contact mediation of labor union disputes

Reporting to Chairman and Vice Chairman of Group

Principal

Pakistan Education Foundation

Oct 2015 - Jan 2016 (4 months)

- Endeavored to improve the operating effectiveness of the Intermediate College (affiliated with Board of Intermediate Education Karachi)
- Kept teaching faculty informed of current practices and techniques relating to school programs, teaching and administration by attending meetings and professional development conferences, and reading professional materials
- When not involved in teaching duties, devoted as much time as possible to the supervision of the school; observing methods of instruction to improve the efficiency of the staff and the school in general
- Assisted the teaching staff in the development, implementation, modifications, and selection of curriculum materials, and keep the Board informed as to any modifications in or substitution of approved courses
- Developed and support a high degree of student morale through curricular and extracurricular activities and services and coordinate the participation of all staff (admin & teaching) in the extracurricular program
- Held regular staff meetings for the purpose of discussing educational and administrative matters.
- Responsible for the proper registration and transfer of students in the school and for the maintenance of up-to-date student cumulative records.
- Maintained or directed the maintenance of other records and files, and the preparation and submission of reports as required.
- Established appropriate procedures for the control of all school textbooks, materials, equipment

Reporting to Chairman & General Secretary of Board

Head of Campus & Academic Operations - City Center

Institute of Business Management

Jul 2015 - Jan 2016 (7 months)

- Provided oversight and support to all assigned non-academic support services departments within the organization, which may include Student Services, Academic Services, Career Services, Educational Technology, IT Services, Library, Facilities, Finance and Administration
- Ensured effective quality management systems are in place throughout the Campus
- Ensured efficient utilization of allocated financial and human resources
- Ensured proper implementation of staff evaluation process
- Participated in the preparation, administration and monitoring of the campus budget
- Maintained procedures for purchasing, security, inventory and maintenance for all physical assets within the college

- Ensured a consistent support to executive program students, staff and adjunct / permanent faculty
- Assisted in the development and construction of new campus facilities
- Liaised with local government agencies, private contractors, suppliers, civic/neighborhood associations and other external organizations with regards to facilities, contract issuance, resource acquisition and utilization
- Designed, consulted and executed relevant campus standard operating procedures
- Created regular committees reports on activities and programs
- Participated in the recruitment and selection of faculty according to student enrolment and space availability
- Implemented rigorous academic timetable operating on 6-day work week
- Regular coordination with Controller of Examinations for strict compliance in university examination standards (midterms and final assessments)
- Member of Interview Admissions Committee for new students selection prior to commencement of new academic year
- Networked with partner organizations to attend meetings, workshops and conferences as required
- Developed an awareness of health and wellness for students and employees

Reporting to Rector and Director Finance & Administration



Assistant Manager, Global Communications & IT Service Desk

The Aga Khan University Hospital (Pakistan)

Dec 2014 - Jan 2016 (1 year 2 months)

- Led a team of 12 analysts on 24/7 operations with back-up business continuity to all stakeholders of the University Hospital avoiding service disruptions and maintaining coherence to (SLA) and information security requirements
 - Scope of domain included Central-South Asia & London regions
- Provided technical assistance to all stakeholders globally and locally to all AKU entities via electronic and telephony communication
- Ensured improvement of systems processes through analysis, reviews, and reporting, as well as through automation, competence building, knowledge sharing and other organizational changes
 - Contributed to creation of support documentation

Reporting to Global Chief Information Officer



Adviser / Consultant

Live Rostrum News Agency

Sep 2014 - Nov 2014 (3 months)

- Startup company founded on the principles of civic journalism
- Worked on building long-term relationships with media influencers to promote our brand
- Raised the profile of startup media brand within the local and regional marketplace, reinforcing the existing brand identity and associated messages in terms of purpose, values, value proposition, mission and vision
- Drafted and edited stories and content for the media agency's newsletters, reports, briefings and wide ranging written outputs, and assist in diversifying our communications through use of video and other media
- Provided line management for a small number of staff members, including an Events Coordinator and Digital Communications Executive

- Played a key role on the Senior Management Team including inputting into business planning, organizational strategy, and strategic decision-making, as well as providing leadership and inspiration to a small and dedicated team of 5 persons



International Business Development Consultant

Unity Group

May 2014 - Sep 2014 (5 months)

- Developed growth strategies and plans for marketing Unity Foods feed products in Sindh, Central and North Punjab
- Responding to RFPs, tenders, and develops sales in new sales territories
- Identifying and mapping business strengths with customer needs as viable revenue streams
- Following industry trends locally and internationally, especially in the COMESA region
- Drafting and reviewing MoUs and legal/commercial contracts
- Reporting on successes and areas needing improvements

Reporting to Executive Director



Consultant - Communications & Digital Marketing

CubeXS Weatherly (Pvt) Ltd.

Feb 2014 - May 2014 (4 months)

- Developed strategic communications planning for promotion and dissemination of corporate and marketing content
- In conjunction with the web team, create, adapt, improve and optimize web communication for SEO and organic and keyword search
- Maintained social media profiles and quality content on Twitter, Facebook, and LinkedIn
- Networked on media partnerships through PR and press relations
- Prepared various communications (email, social media, blogs, email marketing and inbound marketing campaigns for data-center operations)

Reporting to CEO and Vice President, Technology



Assistant Professor & Research Adviser

Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology

Aug 2009 - Jan 2014 (4 years 6 months)

Senior Faculty for Accounting, Finance and CSR specializations

- Contributing to curriculum, resource, program and subject design, development, management and review as required to ensure that learning and teaching in the Department of Management Sciences and across disciplines reflects best practice and a command of the field
- Participating in scholarly activities that influence and enhance learning and teaching in the University
- Preparing high quality subject delivery and learning support materials using any web based platforms, electronic library information systems and other teaching and learning systems developed for use in the University
- Complying with all institutional policies and procedures relating to teaching and learning, making every effort to contribute to the continuous improvement and

effectiveness of administration of teaching and learning

- Focal subject coordinator responsible for organizing the preparation and marking of assignments and all examinations; invigilating examinations; and submitting grades
- Conducting lectures, workshops, demonstrations, field excursions, and other appropriate learning activities as required
- Ensuring that students are adequately informed of the requirements and conduct of learning activities
- Encouraging regular and effective consultation with students
- Providing flexible, consistent and timely approaches to assessment and feedback that foster independent learning, incorporate relevant developments, and reflect best practice
- Obtaining feedback from students, peers and employers on individual teaching, the subjects and programs for which they are responsible, and the implementation and pedagogy
- Contributing to internal and external reviews and accreditation of courses and programs for which they are responsible

Reporting to Dean of Management Sciences and Vice President, Academics



Adjunct Lecturer

Karachi University

Jun 2009 - Dec 2010 (1 year 7 months)

- Taught Master's students course in 'New Trends in Human Resources'

Reporting to Chairperson, Department of Public Administration & Director, Evening Programs



Adjunct Faculty Member

PAF-Karachi Institute of Economics & Technology

May 2009 - Dec 2010 (1 year 8 months)

- Taught undergraduate students courses in Sociology and Oral & Business Communication in Main Campus - Korangi Creek
- At City Campus, taught MBA Evening Program students courses in:
Cost & Management Accounting
Treasury & Fund Management
Supply Chain

Reporting to Dean of Management Sciences & Program Director



Adjunct Faculty

Newports Institute of Communication and Economics (NICE)

May 2009 - Dec 2010 (1 year 8 months)

Taught MBA Evening students courses on:

- Introduction to Business Finance
- Financial Accounting
- Cost Accounting

Reporting to Registrar



Corporate Trainer

The Institute of Bankers Pakistan

Jul 2010 - Aug 2010 (2 months)

- Conducted training for banking professionals on Corporate Finance for mid-level managers and department heads as part of the IBP Superior Qualification (ISQ) certification



Adjunct Faculty Instructor

College of Accounting and Management Sciences (CAMS)

Dec 2009 - Mar 2010 (4 months)

- Taught BBA Morning students course on Oral & Business Communication

Reporting to Program Head



Lecturer (BPS-17) & Coordinator, Communications & Resource

Defence Housing Authority (DHA) Karachi

Feb 2009 - Dec 2009 (11 months)

- Delivered lectures, seminars and tutorials based on syllabus of Karachi University Business School for undergraduate student in Commerce, Business Administration and MBA students
- Developed and implemented new methods of teaching to reflect changes in research assess students' coursework
- Set and marked examinations
- Supervised students' research activities, including final year undergraduate projects and Masters thesis
- Mentoring students through an advisory role
- Undertook research projects and actively contributed to DHA institution's research profile and for publication
- Prepared bids to attract funding to range of research projects
- Carried out administrative tasks related to the department, such as student admissions, orientation programs and involvement in external/internal academic committees and boards of DHA, Higher Education Commission (HEC) and Sindh Education & Literacy Department
- Contributed to professional conferences and seminars
- Established collaborative links with other institutions, as well as with industrial, commercial and public-sector organizations
- Participated in staff training activities

Reporting to Principal and Director Education

IU Adjunct Faculty Instructor

Iqra University (Official)

Feb 2009 - Dec 2009 (11 months)

- Taught introductory and core business management courses to undergraduate and graduate students



Adjunct Assistant Professor

Karachi University Business School (KUBS)

Jan 2009 - Dec 2009 (1 year)

- Conducted Oral Communication & Writing skills course to 2nd semester MBA students (Evening)

Reporting to Chairperson, Department of Business Administration



Adjunct Faculty Instructor

Greenwich University

Feb 2009 - Jun 2009 (5 months)

- Conducted Financial Accounting course (2 sections) to 2nd semester undergraduate students enrolled in the Business Administration program



Graduate Research Assistant

The University of Oklahoma - Honors College

May 2005 - Aug 2005 (4 months)

- Worked under the supervision of Dr. Sarah Tracy's seminal work on nutritional physiologist and epidemiologist Ancel Keys (1904-2004). Keys helped shape the western diet by developing the K Ration during WWII; conducting starvation and rehabilitation experiments to guide postwar re-feeding efforts in Europe;

- Research was mainly focused on secondary sources of literature



Call Center Specialist - Service Desk

University of Oklahoma - Information Technology

Jun 2005 - Jul 2005 (2 months)

- Proactively assist all customers with issues they may experience
- Manage incidents and provide appropriate updates and feedback
- Provide effective customer support by telephone, e-mail or in person
- Attend meetings as assigned and follow-up as necessary
- Attend assigned training sessions or read assigned training manuals and pass the associated proficiency exam in the time allotted
- Troubleshoot software and hardware
- Install and configure software
- Communicate technical information effectively to faculty, staff, and students
- Document technical procedures as assigned
- Maintain a professional appearance and represent OU IT in a professional manner
- Maintain OU IT equipment
- Support university initiatives/offices with technical assistance and/or phone support



Math Tutor

Project Threshold, Student Support Services; The University of Oklahoma

Jan 2004 - May 2004 (5 months)

Project Threshold is a federally-funded program originally established at the University of Oklahoma in 1970, but was funded by the U.S. Department of Education in 1971, and remains so to this day. It's

primary mission is to increase retention and graduation rates of program participants. Project Threshold provides a personalized approach to delivering academic support services to individuals who may face barriers to academic success in their college careers.

My role as a tutor primarily involved:

- Assisting with homework assignments
- Proficiency in basic skills with focused instruction
- Counseling and mentoring students to increase motivation in fostering good personal habits, increasing classroom attendance, reducing disciplinary referrals and participation in community activities

Political News Reporter & Copy Editor

OU Daily

Aug 2002 - Dec 2003 (1 year 5 months)

- Write breaking news stories as well as rewrite content from other credible media outlets
- Pitch enterprise ideas on a range of topics, including the goings-on in Oklahoma State Capitol, the presidential race and key issues (education, healthcare, taxes, immigration)
- Copy edit stories and headlines with speed and precision, conforming to AP style
- Develop ideas and material for columns or commentaries by analyzing and interpreting news, current issues, and personal experiences
- Work with reporters to ensure stories and headlines are well-written and easy to understand
- Collaborate with other team members as needed

News Editor

The Southwestern

Jan 2002 - Jul 2002 (7 months)

- Developed and covered news stories for the student community at Southwestern Oklahoma State University
- Check accuracy and objectivity in the reporting
- Write headlines according to AP Style Guide
- Ensure fortnightly press publication and uploading content on newspaper website

Student Assistant

Banquet & Catering Services - SWOSU

May 2000 - Jun 2000 (2 months)

Education

African-Asian Rural Development Organization (AARDO)

Certificate, Ecosystem Restoration for Sustainable Development: Agenda 2030 & COP2

February 2023

Akhtar Hameed Khan National Center for Rural Development (AHKNCRD)

Certificate, Social Safety Net & Sustainable Economic Development

May 2022



The University of Manchester

Certificate, Population Health

2015

From Center for Epidemiology



Institute of Business Management

Certificate, Research Methodology and Quantitative Methods

January 2011



Jamia Dar ul Uloom

Certificate, Islamic Economics & Banking

September 2008



University of Oklahoma

Master's degree, Public Finance

2004 - 2006



Southwestern Oklahoma State University

Bachelor of Arts - BA, Journalism and Mass Communication

2001 - 2002



Southwestern Oklahoma State University

Bachelor of Business Administration - BBA, Accounting and Finance

2000 - 2001



Broward College

Associate of Arts and Sciences - AAS, Business Administration and Management,

General

1997 - 1999



Arab Unity High School

GCE A-Level, University of Cambridge

1996 - 1997



Dubai Scholars Private School

GCE O-Level, University of London

1985 - 1996

Skills

Interpersonal Skills • New Business Development • Process Improvement • Business-to-Business (B2B) • Recruiting • Team Management • Teamwork • Strategic Planning • Project Planning • Management

Honors & Awards

-  **Role of Education in Society for Mental Health Practitioners** - Fatima Hope & Psychological Center, Dera Ghazi Khan Punjab
Feb 2023
Guest speaker for undergraduate and graduate students enrolled in psychology degree program in Punjab province

-  **The Academic and HR Disconnect: New Graduates Dilemma in the Local Corporate Sector** - DHA Suffa University - Department of Management Sciences
Apr 2018
Guest Speaker Session in the HRM Module, MBA Program
Invited by Lecturer, Ms. Sadia Mehboob Chaudhry

-  **Fundraising Strategies & Social Marketing for Non-Profit Organizations in Karachi** - Institute of Business Administration, Karachi
Apr 2019
Invited for a guest-speaker session on May 2, 2019 by Ms. Tabish Shahzad, adjunct instructor of Social Marketing course (BBA program) to discuss challenges, limitation and opportunities in donor relations, retention, corporate fundraising strategies and social media buzz campaigns for a nascent non-profit organization.

-  **Honorary Member** - Rotary Club, Defence Karachi
Aug 2019