

SHAHID IQBAL



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Profile Summary

A dedicated academic and industry professional with extensive experience in marketing, supply chain, and project management. Holding an MPhil in Project Management with distinction, I have taught business courses at the undergraduate level and conducted research on IoT's impact on green firm performance. My background combines academic teaching, research, and real-world industry expertise, making me a strong candidate for the Senior Lecturer in Business role at Middlesex University Dubai.

Education

MS PROJECT MANAGEMENT	[2024]	83.25% (CGPA: 3.80/4.00) I.U.B
MBA-Marketing	[2002]	70% (CGPA: 3.35/4.00) University of Agriculture, Faisalabad.
B. Com	[1999]	59% Islamia University Bahawalpur (I.U.B.)

Work Experience

- 13–Years and Ten months' experience in Marketing/Supply Chain Dept. as Sr. Deputy Manager Marketing/Supply Chain (Yarn Sourcing/Co-Ordination) in Masood Textile Mills Ltd. (Yarn Export, Fabric Export, Local Yarn Sourcing & Off-shore Projects etc.)
- Currently, working as an entrepreneur (Fabrics Retail outlet/ Stitching Unit) in District Bahawalnagar.
- Also a member of Visiting Faculty (Lecturer) Islamia University Bahawalpur (Bahawalnagar Sub-Campus).
- Overall, have got 22 years' market/industrial exposure, skilled professional.
- Research work experience as MPhil Thesis (The Impact of IoT on Green Firm Performance: Mediating role of Green SCM & Green HRM and Moderating role of Competitive Pressure).

Job Summary

To monitor, plan and execute the overall marketing (sales)/supply chain operations (Corporate Communications is involved and relations with internal/external stakeholders are extremely important in this job to achieve organizational goals).

Job Responsibilities (Brief Particulars)

- To plan, execute and monitor (yarn/fabric) operations (supply chain), marketing (sales) and communications with all types of stakeholders (internal/external).
- To prepare sales/marketing budget, devise a strategy in consultation with all stakeholders.
- To make negotiate (price), contracts and keep update to Top Management
- To ensure all types of reports and records (status, market intelligence reports etc.)
- To ensure strict cost control(cost/benefit-analysis) in each operation (marketing/supply chain)
- To deliver product well in time and maintain inventory control to meet current demand.
- To entertain complaint/verification process and ensure best quality from the yarn suppliers.
- Be the voice of the customers/stakeholders (internal/external) to the company in order to achieve the organizational goals.
- To monitor/coordinate the overall sales operations (supply chain/marketing) & follow up
- To keep sharp eyes upon local/international market trends (market analysis) and upcoming challenges (in terms of cost, market behavior, skill development etc.).
- To work closely with customers/stakeholders for upcoming developments to explore new avenues for business.
- To prepare minutes of meetings/short notes upon current issues and follow up.
- To help director offshore projects/GM Supply Chain regarding offshore projects and preparations of presentation (it has to present to the buyer & other stakeholders).
- To keep project within scope, cost, budget and timeline (Schedule).
- To ensure best quality samples and get approval from the customers/stakeholders.
- Any special task/activity assigned by the Boss (Director Marketing (offshore projects)/GM Supply Chain) etc.

Projects

- Introduce a new brand in Beauty Soap category.
- A Project on Management Process of DHL.
- A Project on selling of different consumers items on-line for the first time in Faisalabad city.
- A project under the name of Global marketing in which information about export was given especially to AUSTRALIA.
- Physically launched new business with application of all the fields like marketing, Finance, and MIS.
- Worked as Chairman DBMS Stock Exchange in a simulated environment

Computer Skills

- MS word, Excel, Power point,
- E-Biz Technology, outlook express & Internet Operations

Objective

- To seek a career in an organization where my qualification and skills could be best applied for its benefits and also for the advancement of my professional career. Be honest with the assigned task, company and job.

Reference

- Available when required.