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Nadia Zeb

PROFILE

I have almost 13 years of experience of Management, Marketing and Business Development in Defence and Industrial sector. I took a career break for giving much-needed time and attention to my children. After passing that stage I did my MS in Management Sciences in 2023 and entered the academia field as Visiting Faculty same year. Then I joined COMSATS University for PhD Management Sciences (HR) in Fall 2024. With my industry experience and limited academia exposure I want to take up a position in an organization where I can continuously improve and groom myself professionally along with proving myself to be an asset for the organization.

EXPERIENCE

**Air University, Islamabad (AU) & International Islamic University,
Islamabad (IIUI)**

Visiting Faculty Member

Sept 02, 2023– till June 2024

Courses Taught:

- Business Communication
- Principles of Management
- Business Management & Organizational Behaviour

Dr. A.Q Khan Research Labs (KRL)

Manager Marketing (Aug 2002- May 2014)

- Coordination and collaboration between technical departments and service departments for ensuring operational excellence aligned with company goals
- Customer Relationship Management
- Coordination between technical departments and the public and private sector clients for identifying gaps for new initiatives
- Competitor's activity monitoring and evaluation
- Sales forecasting, monitoring and evaluation
- Product/ service knowledge enhancement activities
- Corporate strategies formulation and implementation
- Preparing divisional budget estimates
- Defence & Commercial product/ services Financial Proposals

Experts Advisory Cell, Ministry of Industries & Production, Islamabad

Management Trainee (Dec 2001-Aug 2002)

- Assisting in audit of financial reports of companies
- Assisting in Statistical Data Analysis in different R& D projects

PROJECTS

- Arranged/ participated in International Defence Exhibitions (IDEAS2006 Karachi, DSA2006 Malaysia, IDEX2007 Abu Dhabi)
- Prepared Planning Commission document (detailing project needs, description, justification, location, duration, cost estimates, and anticipated benefits) of a power generation project.
- Project team lead for establishment of KRL Foundation.
- Prepared Techno-Economic Feasibility Studies of CNG station, Pharmacy, Housing Scheme.
- KRL Foundation Pharmacy project initiation and planning

EDUCATION

PhD Management Sciences (HR)

Year 2025 (course work completed)

COMSATS University, Islamabad

MS Management Sciences

Year 2023

International Islamic University, Islamabad, Pakistan.

Research: *Open Innovation and Innovation Performance: Mediating role of Innovation Niches & Moderating roles of Network Embeddedness & Realized Absorptive Capacity*

MBA

Year 2001

Fatima Jinnah Women University, Rawalpindi, Pakistan.

TRAINING/ COURSES

- Advanced Contracts & Tenders Management
Year 2004, Petromen Karachi
- Preparing Business Plan Workshop
Year 2005, LUMS, Lahore
- Preparing an Effective Project Feasibility
Year 2006, Pakistan Institute of Management, Lahore
- Introduction to Project Management
Year 2007, Pakistan Institute of Management, Lahore
- How to Prepare Marketing Plan
Year 2005, Pakistan Institute of Management, Lahore

REFERENCES

1. Muhammad Salman
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2. Dr. Syed Aftab Ahmed
MD, KRLF (Retd.)
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