

# MUHAMMAD NADEEM RIAZ

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## PROFILE SUMMARY - KEY ACHIEVEMENTS

Seasoned aviation and business management professional with over 15 years of experience in commercial strategy, business development, and academic instruction. Currently serving as Visiting Faculty at Air University School of Management, imparting knowledge on aviation economics, airline marketing, and air transport management. Proven track record of successfully launching airline routes, conducting industry-relevant workshops, and developing academic curricula. Eager to contribute academic expertise, industry insights, and research skills to the Faculty of Business and Management Sciences at Superior University.

## TEACHING EXPERIENCE

### **Vising Faculty Member - Air University (Islamabad)**

**Aug 2024 - Till Date**

- Delivered lectures on Aviation Economics, Airline Marketing, and Air Transport & Traffic Management.
- Conducted two intensive workshops per academic year on Airline Business Management, simulating real airline office environments for practical student learning.
- Organized seminars and career development conferences to prepare students for the aviation industry.
- Participated in curriculum design and course content development for the BS Aviation program.

## PROFESSIONAL EXPERIENCE

### **Regional Manager - North/ Gerry's International (Islamabad)**

**Jan 2024 - Till Date**

- Responsible for driving business growth, ensuring operational efficiency, and maintaining high standards of customer service. The Regional Manager serves as a key liaison between the company's headquarters and regional offices.
- Lead regional business growth and operational strategies aligned with corporate objectives.
- Manage regional teams, budgets, and client relations to enhance market presence and profitability.

### **Senior Manager Business Strategy/ Capacity Analytics Pvt Ltd. (Islamabad)**

**Jun 2021 - Oct 2023**

- Conduct market research, data analysis, and prepare reports to support strategic business decisions.
- Conducted market research, data analytics, and feasibility studies to guide business planning and strategic decisions.
- Led business development initiatives and managed cross-functional teams to achieve project goals.

### **Manager Strategy & Development/ SaudiGulf Airlines (Dammam)**

**Nov 2016 - Apr 2021**

- Led business development and sales strategies, achieving annual targets for commercial and sales departments.
- Formulated commercial and sales strategies; managed market entry studies and route feasibility analyses.
- Oversaw business intelligence tools and managed charter flight operations.
- Built strong partnerships to expand market share across the Middle East and Asia.

### **Business Analyst- Schedule & Network Planning/ Flynas (Riyadh)**

**Jul 2014 - May 2016**

- Develop and optimize flight schedules aligned with commercial objectives, including market growth, load factors, and profitability to achieve airline's strategic objectives.

### **Assistant Regional Manager/ Pakistan International Airlines (Karachi)**

**Dec 2009 - Jun 2014**

- Supported Regional Manager in managing airline operations across Europe and America, ensuring smooth service and financial targets. Also assisted in planning, organizing, and coordinating regional operations.

### **Project Manager/Board of Investment (Islamabad)**

**Jun 2006 - Nov 2009**

- Managed Foreign Investment Portfolio from Middle East and SAARC regions.
- Reviewed and presented investment proposals, ensuring due diligence and committee approval.

## PROFESSIONAL TRAININGS AND CERTIFICATIONS

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- Airline Business Model and Competitive Strategies
- Marketing Intelligence Data Tape (MIDT), Amadeus, Sabre, Travelport and Esmash
- Expert User Certification in Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Google Data Analytics and Power Business Intelligence
- Moderation, facilitation and organization of workshops, seminars and conferences
- Research and Development, Financial Modeling and Simulator Trainings

## TEACHING EXPERTISE IN SUBJECTS / AREAS

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- Airline Business Management
- Aviation Economics
- Air Transport Management
- Airline Marketing and Airline Finance
- Principles of Marketing
- Principles of Management
- Cost and Financial Accounting
- Business Research Methods
- Business Communication

## EDUCATION

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|--------------------------------------------------------------------------|------------------|
| Diploma in Airline Management - IATA                                     | Switzerland,2017 |
| Associate of Cost & Management Accountant - ICMAP (Inter)                | Pakistan,2012    |
| Master in Business Administration - University of Agriculture Faisalabad | Pakistan,2005    |
| Bachelor of Commerce - University of Punjab, Lahore                      | Pakistan,2002    |

## REFERENCES

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- Muddasir Hassan, Senior Vice President, Gerry's International, Karachi.
- Syed Ali Tahir Qasim, Chief Commercial Officer, Serene Air, Islamabad
- Zulfiqar Ali, Additional Secretary, Prime Minister's Secretariat (Public), Islamabad