

Sobia Bilal (PMP)

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JOB OBJECTIVE

A result-oriented executive and a leader by profession, I have over nine years of experience of dealing with complex projects in multi-disciplinary environments. My experience in project coordination skills and my belief in 'making a difference' in the social order makes me well-suited for competitive surroundings. The main focus of my career has been on enabling an institute to develop and maintain a strategic competitive advantage. I hold an MBA degree with majors in Finance and am also Project Management Professional (PMP) certified. Throughout my career, I have been recognized as a good crisis manager; recuperating projects in trouble. My aim is to excel in the field of Project Management through continuous improvement and professional development.

PROFESSIONAL EXPERIENCE

Head of BD & Sales – InnoVista Pvt Ltd

Dec 2024 to Date

- Market Research & Strategy Development
- Partnerships & Alliances
- Collaborate with marketing, product, and technical and finance teams to align business development efforts with company offerings.
- Performance Tracking & Reporting
- Represent the company at industry events, conferences, and networking meetings

PROFESSIONAL EXPERIENCE

Sr Business Development Manager – National Aerospace Science & Technology Park (NASTP) -AHQ

Jan 2022 to Date

- Liaison with the industry wrt to various events organized by NASTP.
- Identifying potential revenue generating initiatives, analyzing them and making recommendations.
- Connecting private sector potential collaborative projects with respective NASTP/PAF Divisions.
- Developing policies and procedures and strategies for Business Planning.
- Projection of a positive image of NASTP at external events by sharing experience, advice and knowledge of mutual benefit.
- Assessing the business potential of a project proposal through Market Research/Analysis
- Identifying and liaising with industry partners relevant to a project wrt to negotiations and scope finalization in coordination with relevant NASTP stakeholders
- Formulation of a basic business plan for a project in coordination with other corporate elements
- Marketing Channels Management

PROFESSIONAL EXPERIENCE

Startup Accelerator Manager – The Indus Entrepreneurs (TiE) Islamabad Chapter

April 2021 to Jan 2022

- Manage Stakeholders: Board Members - Mentors - Investors - Startups and other relevant stakeholders.
- Coordinate the development, evaluation, and implementation of program goals, objectives, and activities as outlined.
- Expertise to plan and run multiple programs as well as regularly monitor & evaluate KPIs of assigned programs.
- Planning and designing the program and proactively monitoring its progress, resolving issues and initiating appropriate corrective action.
- Ensuring effective quality assurance and the overall integrity of the program - focusing inwardly on the internal consistency of the program, and outwardly on its coherence with partners.
- Program budgeting specific to the domain of activity and its review for implementation/resource allocation.
- Reporting and documentation development related to programs and as required.
- Ecosystem Management: Post establishing relationship, maintain contact and deepen relationships with partners.

- Manage the day to day activities of startup programs mainly focused including coordination with startups & trainers, managing timelines of training calendar, follow up with startups and mentors;
- Facilitate trainers & mentors in conducting different sessions, including curriculum updating, startup assignments, trainer-startup communication and matchmaking services.
- Working with marketing lead to drive partnerships, design marketing and engagement campaigns and engage start-up
- Guide knowledge development, documentation and communication and branding through networking, events, and presentations and by using social media tools (in close collaboration with the donor).
- Manage program events;
- Supervise logistics of the program

PROFESSIONAL EXPERIENCE

Associate Director –Office of Research, Innovation and Commercialization (ORIC), National University of Medical Sciences (NUMS), Rawalpindi
August 2017 to March 2021

Responsibilities:

- Create strong linkages with the industry and link research to industry
- Integrate with local businesses & industry for the university
- Create marketing material for developed projects in coordination with the media/marketing department
- Follow up with inventors on further development requirements/suggestions to improve their likelihood of obtaining patent protection & license
- Review technologies from various university research projects to assess their likelihood of having commercial value and patentable merit
- Assess the marketability potential of a proposed technology and evaluate the cost/benefit of pursuing a proposed intellectual property strategy
- Develop strategies to identify possible investors for research projects
- Assist researchers in development of business plans
- Assist with showcasing of the research on and off campus

Additional Tasks

Managing the operations of the International Desk at NUMS

- Coordination of Tianjin Institute of Industrial Biotechnology Visit to NUMS, 11th Sept'19
- Coordination of NUMS delegation visit to China, Nov '19
- CDC China Delegation Visit to NUMS, Oct '19
- Complete coordination of VC's visit for talks in China, Nov '19
- Visited Malaysia with VC NUMS for Signing of MoU with USM and other universities, Dec '19
- Coordinated visit of Dr. . Arshi Kizilbash (ED Delta Heath Canada) to NUMS, Jan '20
- Coordinated visit of QMUL Delegation to NUMS, Feb'20

Developed DoU/MoU in coordination with Legal team, between NUMS &:

1. USM (Malaysia) – Signed
2. Uni of Malaya – Signed
3. Int'l Uni of Kyrgyzstan
4. Shifa Tameer e Milat Uni (STMU)
5. Delta Health –Signed
6. Munich University, Germany - signed
7. American College of Physicians -Signed
8. Nanjing University
9. Pakistan Ordnance Factories (PoF), Wah

Collaboration development with:

1. UCSI Malaysia
2. University of Sussex, UK
3. Tianjin Institute of Industrial Biotechnology
4. Nanjing University
5. UCSI Malaysia
6. University of Malaya

7. Visits:

1. Malaysia with VC & team to sign DoU with USM and visit other universities

PROFESSIONAL EXPERIENCE
Volunteer Consultant at IdeaGist – PM’s Kamyab Jawan Startup Pakistan Program April 2020 to date
• Heading the Mentor Recruitment and Engagement Program • Overseeing Micro franchise projects from establishment to end launch and commercialization
PROFESSIONAL EXPERIENCE
Program Manager & In-Charge, Student Startup Business Centre (SSBC), COMSATS Institute of Information Technology (CIIT)-Islamabad September 2015 to June 2017

Reported to: Executive Director - SSBC

Entrepreneurship and innovation are viewed as key contributors to global economic and social development of a country. University-based entrepreneurship ecosystems provide a supportive context in which entrepreneurship and innovation can thrive.

With the aim of instilling the spirit of entrepreneurship among students, CIIT has established a student Startup Business Centre (SSBC) with the support of Higher Education Commission of Pakistan, and the Promotion of Education in Pakistan Foundation, Inc. (USA). The goal of the program is promotion of talented students’ entrepreneurship and enhancing their practical learning experience at the Institute. The overarching objective of the Centre is to promote student startup businesses by offering necessary support both in the form of mentoring and initial financial resources through its Startup Entrepreneurship Fund. The SSBC provides a continuous stream of student led businesses and innovations at CIIT.

Lead this program.

PROFESSIONAL EXPERIENCE
Project Manager, National Science & Technology Park (NSTP)-National University of Sciences & Technology March 2014 –August 2015

Reported to: Advisor-NUST

As the world moves towards knowledge-based economy, new ways have to be conceived to seed, mature and cultivate Pakistan’s natural resources to sustain long-term growth. To address this challenge and sustain the spirit of creativity and entrepreneurship, NUST aims to establish a National Science and Technology Park (NSTP). It will be an alliance between the University the Government, business enterprises and R&D institutes. The objective would be to create a dynamic new Knowledge Ecosystem drawing together the best intellectual minds, their innovative research and the latest technologies in a wide number of areas. The NSTP aims to encourage the freedom of enterprise and innovation in Pakistan by providing entrepreneurs a platform for technology incubation, business development and commercialization.

Project Managed this project.

PROFESSIONAL EXPERIENCE
Project Coordinator, Corporate Advisory Council (CAC)-National University of Sciences & Technology September 2010 – March 2014

Reported to: Director CAC/Advisor-NUST 2011 – March 2014

1. Interacting with domestic and global firms for joint ventures with NUST by initially signing MoU’s with them for joint studies, projects and R & D in the area of Science & Technology.

2. Taking initiatives to start collaborative research & development and other projects with Industry Co-Chairs, NUST Co-Chairs, and Sector Committee members from NUST, Industry and Government.
3. Developing and maintaining relationships with relevant senior stakeholders in Government, Industry, professional institutes and trade associations.
4. Reaching out to the Industry and establish linkages which will facilitate in research and development opportunities with faculty members and joint projects with Industry.
5. Sector In charge CAC Social, Defence Technologies, Bio Technology and Chemical Sectors
6. Editor of CAC Quarterly Newsletter.

Projects:

1. Cross cutting project of the CAC social and Bio Tech. Sectors; The Jaroka Tele-health project operating under the umbrella of UM Health-Care Trust. The objective is to provide sustainability to the project through the involvement of the Industry and to replicate the project in other rural areas of Pakistan. This project is currently in the planning phase.
2. Preparation of a concept note for the Rashidabad Community Development Park near Karachi. The aim is to institutionalize and ensure sustainability of this model city through the creation of an endowment fund managed by a board of trustees.
3. National Science & Technology Park (NSTP):
Our team has conceptualized and presented a model for public and private technological enhancement and development of human capital through the establishment of a National Science and Technology Park (NSTP) at the new campus of NUST at Islamabad. The main goal of this mega National-level project is to encourage knowledge creation at the cutting edge and develop organization, human and social capital to compete in the global economy. The NSTP will build networks stretching far beyond the major institutions today to include a comprehensive knowledge ecosystem of entrepreneurs, venture capitalists, professors, students, professionals (from various sectors) and under-privileged communities for mentoring and learning. The high-level scope and foundation of the NSTP was structured by our team after research, consultation and interviews with the World Bank, International Finance Corporation (IFC), Pakistan Association of Software Houses (PASHA), Pakistan Software Export Board (PSEB), Institute for the Future, Research Triangle Foundation, Higher Education Commission of Pakistan (HEC), Ministry of Science & Technology (MoST) and various Academic Leaders and Corporate Executives.
The project is in its initiation phase at NUST and we are currently in the process of developing feasibility through the help of an external consultant

Reported to: Project Manager SP&UD Cell/Advisor-NUST 2010 - 2011

The Strategic Planning & University Development Cell acts as a nucleus for all strategic planning activities in coordination with all departments at NUST's Head Office and its constituent schools/ colleges and research centers. Being the Project Coordinator of the Strategic Planning Cell, I had been involved in the mechanism for taking strategic initiatives in the light of input received from all the departments at NUST and aligning them with the University's future plans. Core duties included leading the planning and implementation of projects by developing full scale project plans, managing project staff, budget, resources, timelines and quality assurance.

Major Project: NUST Web-portal

Duration: 12 Months

Team Size: 08

Brief Description:

Maintaining close interaction with the Quality Assurance department at NUST, to determine the academic rating and ranking of the University, a Web-portal development project was taken up by our team as an improvement measure. The project involved converting NUST's existing website (www.nust.edu.pk) to a world class web-portal and improves NUST's Web Interface. The activities involved development of new web portal with current best practices at par with international standards by selecting industry experts through vendor selection process, selecting a team of professional and supervise the project's administrative side.

Business/Project Management Instructor –Visiting Faculty
Szabist & Greenwich University- Karachi
 August 2008 till June 2010

Business Teacher at Froebels Education Center Karachi
 August 2008 till June 2010

Instructor of Business Studies for O-levels

Beaconhouse School System
 September 2003 to August 2008

Business, English and Mathematics teacher

KEY SKILLS

- Project Management (Primavera trained), PMI Modular implementation / Research methodologies & design
- Ability to manage teams of diverse backgrounds
- Fluent in spoken and writing English and Urdu
- Ability to communicate effectively and efficiently
- Analytical thinker
- Crisis Management Skills

EDUCATION

2013 – Project Management Professional (PMP) Certification - PMI, USA
2001 – Masters in Business Management CGPA 3.6, Bahria University, Islamabad

CERTIFICATIONS

2019 – Managing Business Incubators – Workshop at National University of Modern Languages (NUML)
2019 – From Idea to Health Business – Imperial College Business School, London
2018 – Participation in National Symposium on Intellectual Property – Riphah International University
2018 – General Course on Intellectual Property – WIPO Academy
2018 – Introduction to the Principles & Practices of Clinical Research – NIH (USA)
2018 – Ethical & Regulatory Aspects of Clinical Research – NIH (USA)
2018 – Facilitator of Workshop “Enhancement in Professional Integrated Communication (EPIC)” – NUMS
2018 – 1st Position in Business Plan Competition – Capital University of Science & Technology
2017 – Growing Significance of IP – NUST Professional Development Center
2016 – Protocol Officer of the Interpreters Delegation - COMSTECH 15th General Assembly Session of OIC Member Countries
2016 – Training Course on Social Entrepreneurship – British Council & YES Network Pakistan
2016 – Award for Women Role Model – Markaz group of Publications
2011 – Effective Communications Skills – NUST Professional Development Center

INTERNATIONAL TRAINING

LANGUAGES

- English
- Urdu
- Sraiki

REFERENCES

- Maj General Muhammad Aslam (Retd) – Ex Dean Army Medical College
Ex Principal Shifa College of Medicine
Ex VC UHS
Pro VC NUMS
0321-5266744
- Mr Uzair Alvi - Program Officer COMSATS Islamabad
0321-5372