

Adnan Kasir

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PROFESSIONAL SUMMARY

Senior HR, Administration, Operations & Compliance Executive with 21+ years of progressive leadership experience across banking, higher education, nonprofit, and international organizations. Holds an M.Phil. degree in Management Sciences (Human Resource Management) from Quaid-i-Azam University and an MBA degree in Banking & Finance, complemented by 14 years of banking experience and 8 years in the software industry. Demonstrated expertise in full-cycle HR management, recruitment, onboarding, performance management, employee relations, training & development, and organizational policy formulation. Proven ability to establish HR systems, develop and implement SOPs and policies from the ground up, and lead administrative and operational functions in academic and corporate environments. Extensive experience in Islamic banking operations, compliance, CAD, credit operations, AML/CFT, SBP regulations, and Shariah-compliant financing, supported by Certified Islamic Banker Level I & II qualifications. Recognized for driving operational excellence, strengthening governance, and building efficient, high-performing teams.

CORE COMPETENCIES

- Strategic Planning, Decision-Making, Implementation & Monitoring
- Talent Acquisition, Recruitment & Workforce Planning
- Performance Management & Employee Development
- Development of Policies and SOPs & their Implementation
- Employee Relations, Conflict Resolution & Change Management
- Organizational Development & Process Improvement
- HR, Administration & Operations Management
- Leadership of Cross-Functional Teams (100+ Employees)
- Regulatory Compliance, Internal Audit & Risk Management
- University Administration & Academic Operations
- Stakeholder & Cross-Functional Coordination
- Branch & Financing Hub audits & reviews
- Islamic Banking Operations & Shariah Documentation
- Credit Administration Department (CAD) & Credit Operation Functions
- AML/CFT Compliance & SBP Regulatory Framework
- Certified Islamic Banker (CIB) – Level I & II
- CRM, Lead Management & Workflow Automation
- Remote Team Management & Virtual Collaboration

TECHNICAL SKILLS

- Microsoft Office Suite (Word, Excel & PowerPoint)
 - GoHighLevel (CRM, Sales Pipelines, Workflow Automation, Email & SMS Campaigns)
 - Financial Crime & Compliance Management (FCCM)
 - T24 Core Banking System
 - STATA, SPSS, NVivo, AMOS (Data Analysis Tools)
 - Canva, CreateStudio, Video Express AI, Scree-o-Matic
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PROFESSIONAL EXPERIENCE

Digital Ad Cast LLC – California (Apr 2026 – Date)

Director Operations (Pakistan)

- Managing end-to-end establishment of the company's operations in Pakistan, including incorporation and regulatory registrations with the Securities and Exchange Commission of Pakistan (SECP).
- Coordinating registrations, approvals, and compliance requirements with the Pakistan Software Export Board (PSEB), Federal Board of Revenue (FBR), and other relevant regulatory authorities.
- Liaising with legal advisors, government agencies, and regulatory bodies to ensure timely completion of statutory registrations, licensing, and corporate compliance requirements.
- Developing operational policies, Standard Operating Procedures (SOPs), and administrative frameworks to support the successful launch and sustainable operations of the Pakistan office.
- Coordinating with the U.S. head office to align local operations, regulatory requirements, corporate governance practices, and business objectives.
- Establishing the operational infrastructure of the Pakistan office, including vendor coordination, banking arrangements, compliance processes, and administrative systems to ensure business readiness.

Meethi Zindagi (NGO) (June 2025- March 2026)

Manager Operations

- Led strategic planning, decision-making, implementation, and performance monitoring across organizational functions.
- Oversaw day-to-day operations across multiple organizational functions, ensuring efficient service delivery and operational continuity.
- Managed financial processes, including expense tracking and basic bookkeeping, to ensure accuracy, transparency, and accountability.
- Supervised administrative functions, including budgeting, procurement, vendor coordination, and office management.
- Led end-to-end HR operations, including recruitment, onboarding, employee coordination, performance management, and staff development.
- Developed and implemented operational policies, SOPs, and procedures to improve efficiency and organizational effectiveness.
- Coordinated cross-functional teams to ensure the timely and seamless execution of organizational activities.
- Maintained organizational records and documentation in compliance with internal policies and applicable regulatory requirements.
- Served as the primary liaison between management and staff, ensuring effective communication and coordination.
- Identified process improvement opportunities and implemented operational enhancements to increase productivity and efficiency.
- Supported senior leadership in executing strategic initiatives and achieving organizational objectives.

Hamdard University Islamabad (January 2025- June 2025)

Manager Administration

- Led a team of 70+ administrative officers, support staff, and facility personnel, driving operational

efficiency, staff productivity, and workplace discipline.

- Provided strategic leadership and end-to-end oversight of the university's administrative operations, ensuring seamless coordination across academic and administrative departments.
- Developed, implemented, and continuously enhanced Standard Operating Procedures (SOPs) and administrative policies to strengthen governance, regulatory compliance, and operational effectiveness.
- Managed the end-to-end procurement cycle, including vendor evaluation, negotiation, purchasing, inventory control, and contract administration, ensuring cost-effectiveness and timely delivery.
- Directed core Human Resource functions, including recruitment, onboarding, employee training, performance management, payroll coordination, and HR policy implementation.
- Fostered a culture of accountability, professionalism, and adherence to institutional policies, procedures, and codes of conduct.
- Monitored and optimized fuel, utility, and administrative expenditures through effective budgeting, record management, and cost-control initiatives.
- Managed the university's administrative budget, financial planning, expenditure monitoring, and resource allocation to maximize operational efficiency.
- Collaborated with academic leadership to support admissions, examinations, convocations, institutional events, and other academic operations.
- Supervised campus infrastructure and support services, including security, transport, facilities management, maintenance, and housekeeping.
- Served as the primary liaison between university management, government agencies, regulatory authorities, vendors, contractors, and other external stakeholders.
- Ensured compliance with legal, regulatory, and institutional requirements through effective internal controls, compliance monitoring, reporting, and audit coordination.

Digital Ad Cast LLC – California (Nov 2017 – January 2025)

Director Operations (Pakistan)

- Ensured compliance with HR and administrative policies by preparing reports, maintaining documentation, and promoting organizational best practices.
- Managed Customer Relationship Management (CRM) processes to enhance client engagement, streamline communication, and improve customer satisfaction.
- Directed financial and administrative operations, including budgeting, financial analysis, reporting, and resource allocation to support strategic decision-making.
- Managed digital records and cloud-based document management systems, ensuring secure data handling, accessibility, and information integrity.
- Designed and developed online training courses using GoHighLevel, Canva, Screen-O-Matic, Murf AI, and Video Express AI, while delivering hands-on training to enhance employee capabilities.
- Spearheaded learning and development initiatives by designing and facilitating training programs that improved employee performance, productivity, and technical proficiency.
- Led the recruitment, onboarding, supervision, and professional development of a team of virtual assistants, fostering collaboration, accountability, and high team performance.
- Implemented employee engagement and performance improvement strategies that promoted motivation, productivity, and a positive organizational culture.
- Optimized operational workflows and team performance by introducing process improvements aligned with organizational goals and business objectives.

Meezan Bank Limited (Jan 2016 – Nov 2017)
Assistant Manager, Regional Compliance Office North

- Conducted comprehensive AML/CFT training programs for branch, CAD, and sales teams, enhancing awareness of anti-money laundering, counter-terrorism financing, and regulatory compliance requirements.
- Performed periodic onsite reviews of financing hubs across the North Region to ensure adherence to SBP Prudential Regulations, AML/CFT requirements, internal policies, and Shariah compliance standards.
- Conducted onsite and offsite compliance reviews of branches with unsatisfactory audit ratings, ensuring timely rectification of audit observations and implementation of corrective actions in accordance with regulatory and internal compliance standards.
- Monitored the timely closure of internal and regulatory audit reports, working closely with branches to prevent the recurrence of audit observations and strengthen the overall compliance culture.
- Performed transaction monitoring using Financial Crime and Compliance Management (FCCM) software to identify and investigate potential AML/CFT risks and suspicious activities.
- Provided regulatory guidance and compliance support to branches on AML/CFT requirements, including the preparation and submission of Currency Transaction Reports (CTR) and Suspicious Transaction Reports (STR) in accordance with SBP and Shariah requirements.
- Coordinated with branch management, auditors, and regional teams to strengthen regulatory compliance, mitigate operational risks, and ensure effective implementation of corrective and preventive actions.

Albaraka Bank (Pakistan) Limited (Dec 2007 – Oct 2015)
Assistant Manager Credit Operations North

- Obtained and maintained Shariah-compliant security documentation for Consumer, Small Enterprise (SE), Medium Enterprise (ME), and Corporate Banking customers.
- Managed the disbursement of funds through Islamic financing products, including Murabaha, Ijarah, Istisna, and other Shariah-compliant facilities, while ensuring timely disbursement and recovery.
- Conducted periodic inspections of hypothecated stock under customers' possession as part of Credit Administration Department (CAD) functions.
- Completed pre- and post-disbursement formalities for Islamic financing facilities, ensuring accurate documentation and full compliance with SBP regulations and Shariah requirements.
- Managed account opening processes and ensured the collection, verification, and maintenance of all required SBP and Shariah-compliant customer documentation.
- Processed fund transfers and remittances between accounts while ensuring compliance with SBP regulations, internal controls, and Shariah principles.
- Delivered high-quality customer service by addressing customer requirements, resolving operational issues, and ensuring compliance with Islamic banking principles and service standards.

INTERNSHIPS

- Completed a one-year internship at Standard Chartered Bank (Pakistan) in the Credit Cards & Personal Loans Department, gaining hands-on experience in consumer banking operations, credit processing, loan documentation, and customer relationship management.
- Completed a six-month supervised internship under the Institute of Bankers Pakistan (IBP), gaining practical exposure to core banking operations across leading commercial banks,

including:

- National Bank of Pakistan, Saddar Road Branch, Peshawar (4 months) – Gained practical experience in Loans & Advances, credit administration, account management, and general banking operations.
- Habib Bank Limited, Arbab Road Branch, Peshawar (2 months) – Developed practical knowledge of branch banking operations, account opening procedures, customer documentation, cash operations, and customer service.

EDUCATION

- M.Phil. in Human Resource Management (2023 – 2026)
Quaid-i-Azam University, Islamabad, Pakistan
- MBA in Banking & Finance (2002-2005)
Institute of Management Sciences (IMSciences), Peshawar, Pakistan
- Bachelor of Arts (Humanities) (2000 – 2002)
Government Degree College for Boys, Peshawar, Pakistan

RESEARCH

- **M.Phil. Thesis**

Thesis Title: The Impact of Psychological Resistance on United Nation`s Sustainable Development Goal 5: Examining the Mediating Role of Organizational Citizenship Behaviour and the Moderating Effect of Conflict Management Strategies

Research Area: Human Resource Management

Software Used: Stata-64, NVivo-15,

CERTIFICATIONS & PROFESSIONAL TRAINING

- Successfully completed the Certified Islamic Banker (CIB) Level I & Level II certifications from Meezan Bank Limited, gaining comprehensive knowledge of Islamic banking principles, Shariah-compliant products, and Islamic financial operations.
- Successfully completed the Home Remittance Business: Roles & Responsibilities workshop conducted by the State Bank of Pakistan (SBP).
- Successfully completed the Product Development – Asset Side workshop conducted by Albaraka Bank (Pakistan) Limited.
- Successfully completed the Credit Administration, Documentation & Security workshop conducted by Albaraka Bank (Pakistan) Limited.

LANGUAGES

- English
 - Urdu
 - Pashto
 - Saraiki
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