

Osama Muhammad Ali – MBA, BE.

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PROFESSIONAL SUMMARY:

- Business leader having 7+ years of experience with demonstrated success aligning operational business strategies with business goals. Areas of expertise include Strategic Analysis & Planning, Vendor/Stakeholder management, Relationship/Partnerships Building, Product/Marketing Management, Contract Management, Project Management and Business Process Review/Optimization.
- Rigorous international work experience in a high tech multi-cultural environment MNC in *Malaysia*; and later on for official assignments with reputed MNCs in *Italy, Turkey and Germany*.
- Strong analytical thinking and commercial acumen with result oriented, data driven decision mindset.
- Possess a unique synergy of Tech and Commercial skills, for better understanding of systems, problem solving and informed decision making.

PROFESSIONAL QUALIFICATION:

- **IBA Karachi (2012 – 2016)**
MBA (Marketing, Finance and General Management), CGPA: 3.15
- **NED University of Engineering & Technology, Karachi (2006 - 2010)**
B.E (Telecom), CGPA: 3.7
- Secured **12th position**, in SSC exams (Science group, Karachi). Received a merit cash award also from BSE, Karachi.

PROFESSIONAL EXPERIENCE:

Lecturer, Bahria University, Karachi, Pakistan.

Bahria University is a Federally Chartered Public Sector University. The principal seat of Bahria University is at Islamabad and campuses are at Islamabad, Karachi and Lahore.



Jan '19 – Present

Responsibilities and Achievements:

- Lecture planning (preparation and research), assessing students' work and encouraging personal development.
- Received positive feedback from students and faculty.
- Observed remarkable student progress with increased interest in the subject being taught.

Business Manager, AJCL (Private) Limited, Karachi, Pakistan.

AJCL (Private) Limited, is one of the leading business houses of Pakistan, providing services to both the public and private sectors, in implementation of specialized projects.



Sep '16 – Dec '18

Responsibilities and Achievements:

- Accomplished 95% of contractual milestones on time; also strategized for extension of time, contract amendments, offset considerations, project review meetings (PRM), aircraft acceptance (FAT/SAT) and check-test-flights (CTF), for 5 different contracts in-parallel.
- Promoted to Business Manager in a span of 3 months after joining.
- As part of the pre-contract team, managed pre-award meetings and product marketing activities (testing and demonstration), resulted in completion of various high value contracts, including one of the biggest contract ever (billion USD approx.) between Government of Pakistan and leading aerospace MNCs.
- Led and developed a team of 4 technicians and 2 project managers.
- Designed annual dynamic budgeting model for aviation business unit, envisaging activities for each project/contract.

Brand Manager, Abbas Steel Group, Karachi, Pakistan.

Founded in 1988, Abbas Steel Group is Pakistan's leading steel manufacturer



Nov '13 – Jul '15

Responsibilities and Achievements:

- Analyzing brand performance, competitiveness, pricing and product trends in the market focusing on commercial objectives, P&L and customer value proposition (CVP), formulating brand strategy in line with optimal ROI and budget.
- Planning ATL/BTL activities, designing marketing collaterals and subsequent participation in corporate events and exhibition.
- Managing a team of 4 sales officers and 2 BDMs.
- Contributed in achieving new orders of PKR 50 million approx., in a span of 3 months.
- Revived the brand for steel reinforcement bars, resulted in generating 50% new sales leads.
- Product design and quality improvement initiatives taken for steel reinforcement bar (rib designs) in accordance with ASTM 615 standard.

Engineer Network Operations, CloudBPO Private Limited, Karachi, Pakistan.

A high tech IT outsourcing and R&D organization focused on the international telco industry needs.



Apr '12 – Jan '13

Responsibilities and Achievements:

- Proactive monitoring and quality improvement initiatives such as trouble tickets initiations and resolution, thus ensured 99% network and service uptime.
- Coordinating with the sales team, senior management, customers, channel partners and vendors for desired service levels and further optimizations.

QA VoIP Engineer, DTMF Networks Sdn Bhd, Cyberjaya, Malaysia.

DTMF Networks SDN BHD, located in prestigious Cyberjaya, is an extremely high tech next-generation service support organization focused on the international telco industry.



Jun '10 – Apr '12

Responsibilities and Achievements:

- Established 50+ interconnects with leading telecom operators as DU, Maxis, Telenor, TeliaSonera, PTCL, Primus, Reliance, etc., for bilateral traffic transmission and reception, for regions of Asia, UK, USA and MENA.
- Establishing interconnects with telecom operators/carriers, and Trouble Tickets resolutions in line with the SLAs.
- Coordinating with the sales team, senior management, customers, channel partners and vendors for smooth operations.

SKILLS:

Certificate Courses/Trainings:

- MS Excel for Managers.
- Introduction to Safety Management (by OSHAcademy).
- CSCP (in progress).
- PMP (by AuC Technologies).

Commercial & Technical Skills:

- Strong negotiation, analytical and leadership skills.
- Sound knowledge and understanding of Project Planning, Demand planning/Forecasting, S&OP, Financial Modelling, Consumer Behavior, Contract Management, Pricing & Financial provisions (Payment terms/Plans, LDs, Bonds & Guarantees, Commercial contingencies), Regulatory environment/compliance, and Telecom Technologies (GSM/3G/4G/5G).
- Work experience on LMS, ERP systems (Oracle PeopleSoft, SAP R/3, Odoo, and MS Dynamics), MS Office (Word, Excel, and Power point), MS Project, MS Visio, MATLAB, Business Analytics and Intelligence tools as Power BI, Turbo C++, SQL server, soft switches/SBCs, CISCO routers and switches.

LANGUAGES:

Fluent in **English** and **Urdu**. Basic understanding of *Italian*, *Malay*, *Mandarin* as well.

REFERENCES:

To be furnished upon request.