

Salman Ahmad

Personal Profile:

"A resolute experienced executive manager, thru national and international experience, in growing and developing businesses; a competent people manager, with the ability to strategically deliver goals on time and within target ranges whilst developing and leading high performing teams. Expertise range in multi industry, within multi-faceted business functions, but with a primary skill; *the ability to develop and prosper working relationships to drive business forward*"

"As a natural born leader, I am driven by the desire to succeed; to resolve everyday operational and financial issues by identify simple, practical but effective solutions to help me in attaining my objectives.

In a career spanning over 30+ years, having the passion to achieve and the compassion to motivate a team of staff, I believe, are key in achieving and ultimately driving a business forward. The experience I have gained over the years and the analytical skills that I have built, give me the self-confidence to take on new challenges with the assurance that my determination and aptitude will enable me to succeed as well as inspire others around me to join in and be part of the success.

Professional Experience:

Pakgulf: Vice President Dec 2013 – Oct 2018

Pakgulf: The holding company of the Centaurus Mall Shopping Complex and Apartment Towers - Islamabad , Taj Residencia – R'Pindi

Objective: A diversified role; managing a team of 3500 staff both directly and indirectly, with an objective to drive change culturally across the company in delivering a more consistent approach within operations and to improve productivity within specific business functions struggling to deliver results.

- Motivate and lead a high performance management team; attract, recruit and retain required members of the executive team not currently in place; provide mentoring as a cornerstone to the management career development program. (Team heads included HR/Admin/Procurement/PR/Business Development/ Sales/ GoP relationship management/ The Centaurus Mall Management teams / The construction, Town Planning & design team)
- Responsible for the measurement and effectiveness of all processes internal and external. Providing timely, accurate and complete reports on the operating condition of the company.
- Collaborate with the management team to develop and implement plans for the operational infrastructure of systems, processes, and personnel designed to accommodate the rapid growth objectives of our organization
- Dealt with all government affairs and liaised directly with Prime Minister's Office, CDA, the interior ministry and other government ministries.

Key Achievements

- Procurement cycle (international) was reduced from 4 to 2 months,
 - Introduced better buying power by dealing with manufacturers direct, internationally
 - Residence Towers A & B Completion reached within 8 months – having already been delayed by 6 years before my arrival.
 - Improved talent attraction by recruiting and sustaining key industry figures from all over Pakistan to the Project
 - Improved daily reporting – improving timescales in implementing solutions to ongoing problems
 - Mall workforce reduction by 27% while increase in efficiency by 33%
 - Obtained a No Objection Certificate from CDA for conversion of our third office tower to a hotel.
 - Obtained a No Objection Certificate from CDA for the number of cinemas we can have in the allotted space.
 - Obtained a No Objection Certificate from RDA for the development of Taj Residencia
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Tiramisu, Islamabad and Lahore: General Manager Jan 2008 – Nov 2013 (Self-employed basis)

Tiramisu Islamabad, Tiramisu Lahore, Tiramisu Bakery, Mango Tree & Kreative Kitchen, four privately held restaurants

Objective: To develop business strategies to ensure business growth, to breed and maintain effective relationships with local suppliers and customers and to develop a local workforce into a high performance team, achieving excellence and a culture that cultivated success.

- Maintained, managed and oversaw all financial statements for the businesses,
- Implemented a team to control and manage all procurement, store maintenance and stock level systems as well as quality control and wastage.
- Implemented a more efficient supply both logistically and quality-wise.
- Optimized the business by diversifying into catering services.
- Prepared and implemented all HR policies and regulations, which were non-existent, helping in the betterment of both sustaining and molding raw talent within the business.

Key Achievements:

- Nurtured and developed 1 initial restaurant business (Tiramisu Islamabad) into 5 distinct entities and developed one of the most highly regarded and respected fine dining brands in Pakistan, increasing initial restaurant one-time capacity from 40 seats to 170 seats over a three year period.
- Achieved 50% growth in sales each year, for the first 4 years.

May 2002 – Dec 2007 Construct Six – Islamabad, Pakistan: Chief Operating Officer (Partner)

Construct Six: Privately held business engaged in developing and maturing business opportunities across a wide range of sectors including defense, oil and gas, power, construction machinery, and home furnishing internationally.

Main Objective: Initiate and develop Construct Six's lines of business and manage & functionally operate its marketing and selling activities.

Key Achievements

- Established company office in Beijing to cater to the need to the local Energy Sector through numerous hardware and technology suppliers from China.
- Developed strategy for venturing into North Africa for marketing & selling the company's products and services.
- Formulated a JV partnership with another local company for providing logistical support for our overseas partners in Pakistan and neighboring countries – in particular ISAF Forces, Afghan National Army, Etc.
- Established an exclusive Sales Agreement with Harris Corporation, USA for distribution of their aviation based products for Pakistan, Afghanistan, Sri Lanka & Bangladesh
- Negotiated a consultancy agreement with Lockheed Martin for representation of their corporate office's interests in Pakistan through our local partners
- Concluded an agency agreement with Northrop Grumman for representation of their interests in Pakistan with another local partner

Jul 1996 – Aug 1998 Samaha Trading Pakistan (Dallah Al Baraka) Islamabad – Pakistan: General Manager

Objective: Samaha were a bridge finance company that offered loans to businessmen and entities in their projects and growth development. My role was to manage the overall operation in developing business within this region.

Key Achievements:

- Arranged and structured syndicated loans worth \$ 600 million for oil imports into Pakistan;
- Arranged syndicated loans worth \$25 million for religious pilgrims' housing in Mecca
- Arranged syndicated loans worth \$17 million for the acquisition of OXY Petroleum assets in Pakistan
- Provided short-term foreign currency financing to the Government of Pakistan and to the corporate sector of the value of US\$1.8 billion between Feb 1996 - Aug 1998;
- Managed the commodity trading activities and barter trade between Pakistan and the Middle East through the Islamic Trade Finance Facility.
- Assisted Flag Telecommunications in obtaining landing rights to Pakistan

(Political instability and constant rule changes set by the local government forced Samaha to close down its operations in Pakistan and return to the Middle East)

Feb 1991 – Feb 1996 Al Faysal Investment Bank, Islamabad – Pakistan: Vice President

Objective: Given this role based on my previous marketing experience, I assumed the opportunity to learn and to prove my worth as a starter in product marketing. Within the first year and a half, I was given 15 promotions based on my ability to achieve. My role was elevated from local branch banking to private banking, within five years I had been promoted to Vice President Private Banking in 1995.

Key Achievements:

- Total portfolio 1996: ~ US\$400 million equivalent;
- Total portfolio 1995: ~ US\$340 million equivalent;
- Total portfolio 1994: ~ US\$26 million equivalent;
- Functional head of a team of eight officers responsible for mobilization of funds into various Islamic Banking products;
- Created an exclusive market niche for the Bank's products amongst corporate customers and High Net Worth Individuals;
- Integrated various investment banking products and tools into the Islamic banking schemes.

Jan 1990 – Jan 1991 Levi's & Strauss – Eximco, Lahore – Pakistan: Marketing Manager

Garment Manufacturer and Designer

Objective: Market Levis' plans and strategies through production evaluation, product development, optimum pricing, promotions, and merchandising. Forecast volume sales and profit and achieved targets through market attentiveness, trends and dedicated and focused product knowledge.

- Total exports for 1990 were US\$1.5 million;
- Identified new sources of the export of knitwear products from Pakistan – main buyers included JC Penney, Ralph Lauren, Nike, and Sears;

Apr 1986 - Jan 1990 Imperial Chemical Industries (ICI - Plc), Lahore – Pakistan: Assistant Marketing & Sales Manager

Initial paid Graduate Internship – following which I was offered a permanent role.

Role:

- Managed the sales and marketing for polyester fiber in Pakistan. Major clients included Du Pont Pakistan, Burlington Mills and nearly all the textile and artificial silk mills in Pakistan.
- Prepared forecasts on Polyester staple fiber supply/demand in the Far East and its implications on the export led demand from Pakistan.
- Controlled departmental budget.
- Assisted in the development of promotional strategies and plans to support advertising and PR activities, collateral material, prototypes, etc. in creating product/brand awareness, trial, and purchase intent, and aggressively position company as the only solution.
- Scrutinized MIS for the department;
- Responsible for consolidation of all inter-departmental reports for onward submission to ICI HO, UK.

Education:

B.Sc, Finance and Economics, University of North Carolina, Greensboro, NC, USA June 1984

Personal Information

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