

# **SOHAIL YAQOOB ABID**

## **Professional Objective:**

To seek a Leadership position where I can employ my management and professional skills to develop human resources, augment business growth through market penetration and acquisition and to enhance profitability for the organization.

## **Career Summary:**

Sohail is a dynamic sales and marketing professional with over 35 years of experience. He has spent the last twenty years at senior management positions with leading organizations of Pakistan such as Pakistan International Airlines Limited, Al Meezan Investments, TCS Pakistan (Pvt.) Limited, Gillette Pakistan Limited, Service Industries Limited and DHL Pakistan (Pvt.) Limited. He has recently opted for Voluntary Separation Scheme (VSS) offered by the management. Before that he was working with Pakistan International Airlines in various departments including the portfolio of Officiating Director Marketing.

## **Related Academic Qualification:**

Master of Business Administration – MBA (Major - Marketing) 1988.

## **Work Experience Public Sector:**

**General Manager, Pakistan International Airlines (Nov. 09 to Jan. 21):** I have held different portfolios like Food Services, Contracts & Agreements, Officiating Director Marketing, Organizational Development, Strategic Business Unit, Industry Affairs, Cargo & Speedex. Scope of operations included:

- ❖ To negotiate and coordinate with catering companies both locally and globally to meet the meals requirement for the flight operations.
- ❖ To ensure that our self-operated kitchens are run efficiently and effectively thereby offering quality and hygiene meals to our valued passengers.
- ❖ To review the existing tender process of the corporation and recommend solutions for transparent and competitive procurements in line with PPRA.
- ❖ To develop a system for the timely tender and renewal of all the contracts.
- ❖ To evaluate the human resources requirement of the corporation and recommend solutions which may include restructuring, job enrichment, job enhancement and recruitment.
- ❖ Responsible for the training and development of the human resources in line with the corporation's requirements.
- ❖ To lead the activities related to the conversion of all non-core functions of the corporation into separate business units in line with the guidelines

given by the Board of Directors of the Corporation and approved by the Government of Pakistan.

- ❖ To represent PIA in all bilateral talks for the Air Services Agreements along with the representative of CAA Pakistan, under the leadership of Ministry of Defence (Now the Aviation Division) for the Government of Pakistan.
- ❖ Served as Chairman Agency Program Joint Council (APJC) of IATA Pakistan to resolve the issues between Airlines and Travel Agents of Pakistan in line with IATA resolutions.
- ❖ To achieve the assigned sales targets both for Cargo and Speedex.
- ❖ Develop the business plan for the effective and efficient utilization of all the space allocated to cargo division.
- ❖ Prepare and implement the pricing strategies to improve the revenue and yield for the corporation.
- ❖ To explore the possibility of international courier business to enhance the revenue for the corporation.

**Officiating Director Marketing, Pakistan International Airlines (January 14 to July 14):** Job responsibilities include:

- ❖ To achieve the assigned revenue target of the corporation and to ensure that yields are enhanced on all the routes of the Corporation.
- ❖ To recommend the deployment of the aircrafts on the profitable routes.
- ❖ To prepare marketing communications and programs to enhance the brand image of the National Carrier.
- ❖ To safeguard the interest of PIA in all the governmental negotiations related to the business of National Carrier.

### **Work Experience Private Sector:**

**SVP Business Development, Optimus Limited (Licensee of Hertz Rent a Car (July 08 to Nov. 09):** Job responsibilities include:

- ❖ Develop and implement the business development plan both for short term and long term rental business.
- ❖ Coordinate with Operations department for the continuous enhancement in the services level for customers' loyalty and retention.

**EVP- Head of Marketing & Sales, Pak Oman Asset Management Company Limited (April 08 July 08):** Job responsibilities include:

- ❖ Prepare the sales plan and develop the sales structure to achieve the assigned business targets.
- ❖ Develop and establish the sales and distribution structure for the funds both in Pakistan and in GCC countries.
- ❖ Support the product development department in coming up with new ideas and funds.

**SVP & Head of Marketing, AI Meezan Investments (June 05 to March 08):**

Job responsibilities include:

- ❖ Prepare the marketing plan and optimize the return on investments.
- ❖ Developed the sales structure and sales incentive plan for effective sales management.
- ❖ Develop efficient distribution system by opening our own offices and selling through financial institutions.
- ❖ Maintain and enhance the image of the organization through marketing, advertisement and public relations.

**Head of International Sales, TCS (PRIVATE) LIMITED (March 03 to June 05):**

Job responsibilities include:

- ❖ Development and implementation of business plan for the international division.
- ❖ Designed and developed new services to increase sales and market share.
- ❖ Responsible for the bottom line of the international division.

**Head of Sales, TCS (PRIVATE) LIMITED (July 01 to Feb. 03):**

Job responsibilities include:

- ❖ Development and implementation of sales plans and strategies.
- ❖ Developed Sales Incentive Plan for effective sales management.
- ❖ Monitoring the sales performance and achievement of sales targets both by territory and station.

**Sales Planning Manager, Gillette Pakistan Limited (Feb. 01 to June 01):**

Job responsibilities include:

- ❖ Preparation of Sales Resources Optimization Plan in line with annual business plan to identify and allocate desired distribution, display and sales targets.
- ❖ In coordination with the business management, to draw up the Sales Promotion Plan on a cover basis for the year.
- ❖ Deliver agreed distribution and display requirements, by business and by strategic sales plan in coordination with business and sales management.

**Human Resources Manager, Service Industries Limited, based at Lahore.**

**(Dec. 99 to Jan. 01):** Job responsibilities include:

- ❖ To develop the HR systems for Service Industries Limited.
- ❖ Evaluate and monitor the performance and productivity of Managers and other staff through job description and regular staff appraisal programs.

- ❖ Ensure the development of staff through counseling, coaching and training.

**Station Manager Lahore, DHL Pakistan (Pvt.) Limited. (Oct. 94 to Dec. 99):**

Job responsibilities include:

- ❖ To prepare the sales targets in line with the National growth and targets.
- ❖ To ensure that the station is run in the most efficient, profitable and disciplined manner against the national and international standards.
- ❖ To maintain DOS and other financial standards of the company.
- ❖ Initiate and implement the new development plan for Lahore station by setting the recognition system through BDP (Best Demonstrated Practice).

**Sales Manager Lahore, DHL Pakistan (Pvt.) Ltd. (May 94 to Sep.94):** Duties include.

- ❖ To prepare the sales target for Lahore both by territory and product.
- ❖ Monitoring the achievement and performance of each sales person.
- ❖ To provide support to sales staff to meet their individual sales targets.
- ❖ To ensure the credit realization and maintain DOS as per company policy.

**Territory Manager Karachi, DHL Pakistan (Pvt.) Ltd. (July 92 to April 94):**

Duties include:

- ❖ Service to the existing clients and securing new business in an assigned sales territory.
- ❖ Evaluating the performance by preparing various sales related reports.
- ❖ Monitoring the competitors' activities & continuously improving on sales strategies.

**Sales Executive, Sikander (Pvt.) Limited. (Jan. 91 to June 92):** Job responsibilities include:

- ❖ To respond to the sales queries received from the customers.
- ❖ Coordinate between Principal parties and Customers.
- ❖ To prepare the management reports for performance evaluation.

**Territory Sales Officer, Wyeth Laboratories Limited. (Aug. 85 to Dec. 90):**

Job responsibilities include:

- ❖ To promote the company products in an assigned sales territory.
- ❖ Evaluate the performance against budget through various reports.
- ❖ To report the competitors activities to the management.

**Country Trainer, DHL Pakistan (Pvt.) Ltd. (1993 to 1994):** Conducted various training program for DHL Pakistan (Pvt.) Limited

- ❖ **Attended Train the Trainer Program at the Bahrain Regional Office.**
- ❖ In-house trained the DHL staffs on different training program that include: **Professional Telephone Behavior & Basic Sales Skills.**
- ❖ **Corporate Orientation Program** for Managers and Assistant Managers.

### **Corporate Training Conducted:**

- ❖ Former visiting faculty member at Mohammad Ali Jinnah University. Had been a visiting faculty member at Asian Management Institute (Iqra University).
- ❖ Conducted training program from the platform of British Council on Managing and Motivating Sales Team, Negotiations and Presentation Skills.
- ❖ **Leadership in Sales Management** for Marketing Association of Pakistan.
- ❖ **Team Building and Team Work** for DG Khan Cement Company Limited
- ❖ Had been on the resource pool of trainers of **British Council for Sales and Management related trainings.**

### **Professional Achievements:**

- ❖ Served as **Joint Secretary**, Marketing Association of Pakistan Lahore Chapter.
- ❖ Served as **Director of Pakistan American Cultural Center**, Karachi, 1994 and then again in 2019 – 20.
- ❖ Served as Chairman Agency Program Joint Council (APJC) of IATA Pakistan.
- ❖ Served as Chairman Women Protection Committee for Pakistan International Airlines Limited, which was constituted as per the statutory requirements.

### **Awards & Distinctions:**

#### **At Wyeth Laboratories (Pakistan) Limited.**

- ❖ Declared **Man of the year** in 1988 on Sales and overall performance.
- ❖ Declared **Best Sales Person** of the South region in 1990.

#### **At DHL Pakistan (Pvt.) Limited.**

- ❖ **Doubled the Total revenue** of DHL Lahore within three years as Station Manager.
- ❖ Declared **Sales Person of the Year of DHL Pakistan in 1993** on Sales and overall performance, subsequently nominated and awarded **Sales Person of the Middle East Region** in Bahrain.

### **At TCS (Private) Limited**

- ❖ **Achieved 30% growth** both in domestic and International business.
- ❖ Introduced and established TCS as an International Courier Company in Pakistan.

### **At Al Meezan Investment Management Limited.**

- ❖ **Doubled** the fund size of Meezan Islamic Fund (an open end equity fund) in two years through aggressive sales and distribution setup.

### **At Pakistan International Airlines Limited.**

- ❖ **Achieved 30% and 40%** growth in Cargo and Speedex respectively in the first year of service with Pakistan International Airlines.
- ❖ **Achieved 77% seat factor** during the first six months of 2014. This is the highest seat factor achieved by the Corporation in six months operations.
- ❖ **PIA was able to report Operating Profit** during the first quarter of 2014.

### **Personal Detail:**

- ❖ Date of Birth: September 08, 1963.
- ❖ Marital Status: Married with three children
- ❖ Hobbies: Reading books, Watching movies and Travelling
- ❖ Sports: Cricket & Table Tennis

### **Contact Detail:**

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