

Being certified professional servicing HNWI & Corporation to achieve greater  
Value in the Market & to maximize the return on investment

## SKILLS & COMPETENCIES

- Problem Solving, Negotiation & Persuasion Approach
- Strong Research, Analytical & Decision Maker
- ERP Modules, CRM, Power BI Tools, Windows & Linux)
- Proficient in MS. Word, Spread Sheets & PowerPoint for presentation
- ITIL Certified from People Cert AXELOS



## WORK EXPERIENCE

### Enterprise Key Accounts Service Manager Du Telecom Dubai, Sep'17 to Present

- Being a point of contact for end to end Enterprise Service Management
- Identifying root cause, Gap Analysis & implementing Service improvement plans
- Establishing & maintaining relationships with operational contacts internally & externally meeting SLA, OLA & Underpinning Contracts
- Qualitative & quantitative engagement to create balance between Sales Overpromising & Under delivery projects
- Working closely with Sales & Marketing along with product development to cater client needs for special pricing in Bespoke panel

#### Projects in Service Management:

- Managing portfolio of 30MN revenue annually
- Accomplished with digital team for Online/Selfcare account payment limits
- Majid Al Futtaim Entertainment & Cinemas Merging of database
- EFG Hermes One Central Relocation of Managed Links
- Majid AL Futtaim – Carrefour UAE customized billing solutions
- Nestle Middle East SPR Pricing from bespoke
- Business/service improvement plans (Jumbo Group, Majid Al Futtaim, National Catering, Azadea Group)

### Technical Sales & Service Executive (Etisalat – Dubai Jun'16 to Aug'17)

- Sold & served focusing rich Products; eLife Home Entertainment on Fibre, Premium Numbers, Business Internet & Fixed Lines and Number Portability
- Handled Complaints for billing and Line installations ensuring customer satisfaction with Service level agreements
- Provided services for Voice/Data & Device delivery and earned appreciations from customers and department heads

### Customer Sales Officer (DU Telecom – Dubai Nov'14 to Mar'16)

- Handled queries related to enterprise & consumer clients with strong follow ups to ensure timely and accurate disposition of sales transactions.
- Generated business to quantify requirements & sell the advantages of DU Services
- Serving and Selling to customers and conscientiously executing KPI to achieve desired goals

### Officer Personal Financing (NBAD Bank aka FAB Mar to Oct 2014)

- Educated customers, offering flexible tenure plans that caters their needs & returns on investment
- Communicated benefits with clients in order to offer creative financial solutions
- Achieved established financial objectives, Increasing the profitability & ensuring cost & productivity norms are met

### Relationship Officer – SME Bank Al Falah Pakistan, 2011 – 2013

### Sales & Services Officer – Consumer BankIslami Pak Ltd, 2007 – 2010

## EDUCATION

### Masters of Business Administration

National University Islamabad, 2012-13

### Bachelors in Business Management

Finance & Human Resource  
University of Karachi,

## CERTIFICATION/AWARDS

- ✓ ITIL Foundation –Axelos Global People Cert 2019
- ✓ 5G Foundation Course DU/Huawei
- ✓ IoT (Internet of Things business impact)
- ✓ Cyber Security NSE 1 & NSE 2 – from Fortinet 2019
- ✓ Enterprise Fixed & Mobile Services
- ✓ Du University 2018
- ✓ Voice, Data & Fixed Services Etisalat Academy 2016
- ✓ Consumer & Enterprise Telephony Services – DU Telecom 2014-15
- ✓ Consumer & SME Banking – NBAD Academy 2014
- ✓ Rewarded as Certified Islamic & Retail - BankIslami Pakistan 2008
- ✓ Best Player of Football & Cricket – Secondary School 2000

## University Journals

- Effects of ERP on Firm Performance
- Determinants of Service Quality to Complete Functions & Processes

## INTERESTS

Travelling & Games  
Reading Business