

Education	Lahore University of Management Sciences (LUMS), Pakistan Master's in Business Administration Operations Research & Information Management <ul style="list-style-type: none"> Runners-up of the 2009 Silent Hoist & Crane Company competition, Pakistan Winner of 2008 Agro Business Plan Competition, India 	08/2007 - 05/2009
	National University of Science & Technology, Pakistan Bachelors of Engineering Electrical Engineering, Deans Honor List <ul style="list-style-type: none"> Winner of Dean Award Awarded Gold Medal & cash prize worth Rs. 2.5 Million for the Best Undergraduate Project 	08/2000 - 05/2004
Work Experience	Proctor & Gamble, Pakistan Business Strategy & Marketing – Commercial Division <ul style="list-style-type: none"> Directed planning activities for 95 advertising campaigns that generated Rs. 2 billion in profits Created a new retail business with \$200,000 in annual gross sales Designed motivational courses that improved employee efficiency & satisfaction by 65%, 90% respectively. 	07/2009 – present
	Telenor, Pakistan Analyst, Business Strategy – Commercial Division <ul style="list-style-type: none"> Conducted extensive literature review to assess competing marketing technologies Estimated projected cost for new advertising channels & saved over \$1.9 Million through accurate forecasting 	06/2004 – 03/2007
	Lahore University of Management Sciences Visiting Lecturer - Business Analysis (MBA) <ul style="list-style-type: none"> Increased course enrollment by 80%, student participation by 35% & course pass rate by 10% 	09/2010 - 01/2011
	National University of Science Technology Visiting Lecturer - Social Media Marketing (MBA) <ul style="list-style-type: none"> Ensured that the course became highly sought after by employers & enhanced student satisfaction 	01/2010 - 05/2010
Publications	Analytics Magazine - INFORMS, USA Journey from Business Intelligence to Analytics	01/2011
	Harvard Business Review, USA Can Social Analytics Add Value?	06/2012
	MIT Sloan Magazine - USA Best Practices in Market Segmentation	03/2013
Volunteer Work	Alif Ailaan Network Coordinator <ul style="list-style-type: none"> Wrote street theater plays, articles & blogs to address bigotry Conducted an advocacy campaign to end education emergency in Pakistan Spoke boldly on various news channels about drawbacks in our education policy Engaged Pakistan's politicians, parents, schools & media to improve education for poor masses Organized 6 school enrollment camps and enrolled 75 students from slums for free 	01/2010 - present