

Mansoor Mahmood Ashiq

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SKILLS

- Strategic Marketing • Failure Management • Selling • Training • HRM

ACHIEVEMENTS

- 22 years of experience in Marketing, New Business Development, Training & Teaching
- MBA in International Business from one of the Top UK Business Schools
- Assistant Professor at University of the Punjab, Institute of Business & Info. Tech.(IBIT)
- Assistant Professor at COMSATS - Govt. Institute with Charter & Degree Awarding Status
- Assistant Professor (H.) at NUST – National University of Sciences & Technology
- Research Associate at LUMS – Lahore University of Management Sciences
- Taught Marketing & Management courses at GC University, PIFD & KC University

EDUCATION

City University Business School, London, UK *Oct. 1996 – Feb. 1998*

MBA – International Business Distinction in International Management

Key Subjects: International Marketing, International Management, Mgmt. Consulting

Thesis: The role of Olympics & Miss World Competition in developing global brands

The Imperial College, Lahore *Feb. 1993 – Dec. 1994*

MBA – Marketing Merit Scholarship

Key Subjects: Marketing Strategy, Consumer Behavior, Advertising

University of the Punjab, Lahore *Sep. 1989 – Aug. 1991*

B.Com. – Commerce & Accounting First Division

EXPERIENCE

University of the Punjab, Institute of Business & Info. Tech. (IBIT), Lahore

Assistant Professor *(Amongst the Top Faculty Evaluations) Oct. 2006 – to date*

- Taught Marketing & Management courses to the senior MBIT & BBIT students
- Supervised 39 M.Phil. students, 41 Research Projects & written book on Branding
- Head of the Examinations, Thesis Coordination & Industrial Liaison Committees
- Conducted 5 Job fairs, 18 seminars & participated in 4 Faculty Development Programs

COMSATS Institute of Info. Tech., Lahore

Assistant Professor *Aug. 2004 – Jun. 2006*

- Taught Marketing specialization and Strategic Management modules
- Involved actively in Academics, Public Relations & Student Affairs activities

Job Line Pakistan, Lahore

Country Manager *Mar.2000 – Jul. 2004*

- Recommended 450 candidates to diversified firms in Lahore for executive jobs
- Participated in customer presentations, corporate negotiations and seminars

NUST – National University of Sciences & Technology, Rawalpindi

Assistant Professor (Hon.) *Sep. 1998 – Aug. 1999*

- Managed strategic projects under the direct supervision of Rector and Director
- Coordinated the executive programs & communicated with 900 organizations

Makki Woolen Mills, Lahore

Marketing Manager *Jan. 1995 – Aug. 1996*

- Trained 3 sales teams & created promotional tools for corporate markets

Taught the Following Courses:

- Strategic Marketing
- Strategic Management
- Selling & Sales Management
- Marketing Management
- Entrepreneurship & SME Mgmt.
- Business Communications
- Human Resource Management
- Recruitment & Selection
- Advertising & Promotion (IMC)
- Marketing Research
- International Marketing
- Services Marketing
- Strategic Brand Management
- Consumer Behavior
- Organizational Theory & Design
- Mathematics for Marketing
- Industrial Marketing
- Internet Marketing
- Marketing for NPOs
- Principles of Marketing
- Principles of Management

ACTIVITIES & INTERESTS

- Founder of nakaami.com, Motivational Speaker & Trainer on Emerging Leadership
- Member – Association of MBAs-UK, Recruiters Network-USA & City Alumni-UK