

**Mr S M Imran Owais Kazmi (Applicant)**

*Annexure - 1*

IMM 0008 E Schedule 3, Economic Classes – Federal Skilled Workers

Sr. No. 11, Work Experience: (Last 10 years only)

| From |      | To      | Occupation                        | NOC  | Years of Experience    | Main Duties  |
|------|------|---------|-----------------------------------|------|------------------------|--|
| 06   | 2007 | Present | Regional Director (Psiloc Fz Llc) | 0611 | 1 year but less than 2 | <p>Website <a href="http://www.psiloc.com">www.psiloc.com</a></p> <p>Psiloc is a European provider of mobile handsets software, mainly in Symbian operating system however, with capability in Blackberry/Java, Windows Mobile, Google Android and Apple OS for iPhone as well.</p> <p>My main duties were/are:</p> <ul style="list-style-type: none"> <li>• Responsible for the Middle East and North African region.</li> <li>• Established the Dubai operation in Dubai Internet City which was the firm's first international move away from the head office, handled government and regulatory requirements and paperwork to secure a "Trade License" to operate in the region, besides opened bank account, selected and started the office in Dubai.</li> <li>• Responsible for marketing and business development of Psiloc products to both handset manufacturers like Nokia, Sony-Ericsson, Apple, Blackberry and to telecom operators in the region.</li> <li>• Responsible for market research and feedback to the head office as to which products to develop, which clients and areas to target.</li> <li>• Recently moved to freelance basis with Psiloc while</li> </ul> |

|    |      |         |  |             |                 |   |
|----|------|---------|--|-------------|-----------------|---|
|    |      |         |  |             |                 | retaining the title and all responsibilities (as of March 2009) in view of the global recession, hence as of now concentrating on Psiloc and my own consulting and training business whereby I solicit HR/training clients for my company Synergize (details below)   |
| 04 | 1999 | Present | CEO of own Consultancy and Training Firm - Synergie Consultants (worked full time during the period 09/2001 – 06/2004) | 4131 & 0013 | 4 years or more | <p>Websites <a href="http://www.synergize.org">www.synergize.org</a> and <a href="http://www.crscube.com">www.crscube.com</a> (on training side) and a new initiative to beat the recession with good ideas on <a href="http://www.sayno2recession.com">www.sayno2recession.com</a> and a site on world peace and prosperity by eliminating biases and discrimination on <a href="http://www.ahappyworld.info">www.ahappyworld.info</a></p> <p>Looked after the key activities of training and consulting of a diverse range of government, public sector, national and multinational clients through with different teams assigned for various projects relating to HR, training, recruitment, IT &amp; marketing consulting. Experience here included dealing with overseas work partners and leading brands and manufacturing concerns within the region of Pakistan, USA and UAE.</p> <p>Contribution and Achievements:</p> <ul style="list-style-type: none"> <li>• Conduct Training Programs at public and private sector levels</li> <li>• Represented Nokia Academy as a Trainer / Training Manager from 2004-2006 conducting corporate and public training workshops for Nokia distributors, retailers, corporate partners and customers. (experience details given separately below)</li> <li>• Project leader to implement balanced score card in Pakistan State Oil (PSO), a USD 1 billion company, top player in oil distribution in Pakistan market having 82% share in the black oil market and 61% share in the white oil market. This was an excellent opportunity to work on</li> </ul> |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  |  |  |  |  |  | <p>various commercial and strategic aspects of many business units of the oil and gas industry. This was also a great exposure to public sector while working with market leader against multinational giants such as Shell and Caltex</p> <ul style="list-style-type: none"><li>• Project leader to implement balanced score card in National Bank of Pakistan (NBP), the largest bank within the public sector having about 15,000 employees and 1200+ branches within Pakistan and overseas. A very challenging task to deal with red tape, old systems and highly departmentalized organization with huge setup and tough expectations. Worked with various levels of strategic business units such as Corporate and Investment Banking, Credit Management, Operations, Risk Management, Audit and Inspection, HR &amp; Admin, Commercial and retail, Treasury, IT and special assets groups. So far it was the most learning experience at strategic level and project scope dealt with working with the senior corporate leaders to define strategies for each business unit for sustainable competitive advantage. Defined key objectives, key customers and identified KPIs for each business unit.</li><li>• Project leader to prepare comprehensive business plan for one of the telecom hand set distributors in Pakistan (MobileZone). This business plan was prepared to achieve Nokia distribution ship for the region and included methodical planning for operations, designing ATL and BTL marketing campaigns, commercial feasibility, and sales forecast and setting up multiple channels of resellers nationwide. This earned the distributorship and successful launch of</li></ul> |
|--|--|--|--|--|--|--|

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  |  |  |  |  |  | <p>MobileZone in 2002 and at the moment it's the largest mobile phone seller in Pakistan having distributorship for Nokia, Sony Ericsson, HTC, Motorola and Samsung. MobileZone later expanded in the regions of Afghanistan &amp; Bangladesh. I have worked personally for launching multiple brands working with telecom operators and handset manufacturers.</p> <ul style="list-style-type: none"> <li>• Managed team of web developers and software programmers to design systems and programs for different industries. This included developing sales analysis and motivation system for pharmaceutical concerns, designing a doctor portal for a hospital in the USA, designing websites for various clients based in USA and UK. My role was the front men dealing with customers and understanding system requirements and later translating the same for the team of developers, managing deadlines and delivering final product to the customers.</li> <li>• Managed recruitment projects for various clients to head hunt the right candidates for positions such as national sales manager, head of marketing and medical reps. My role was to work with HR specialists and taking part in screening, interviewing, assessing and short listing the right candidates.</li> <li>• Designed and delivered various training projects in the areas of soft skills for clients like Unilever, P&amp;G, Wyeth, ABN Amro Bank, UBL, Roche, Merck Marker, Pfizer, Shell, Nokia Middle East etc. Takes pride in designing some unique programs to cater specific client needs such as 'changing mindsets'. Worked with clients to measure training impact to</li> </ul> |
|--|--|--|--|--|--|--|

|    |      |    |      |   |      |                         |  |
|----|------|----|------|---|------|-------------------------|--|
|    |      |    |      |   |      |                         | justify the investment.  |
| 01 | 2007 | 06 | 2007 | Chief Marketing Officer<br>(Commglobal Fz Llc)  | 0611 | Less than 1 year        | <p>Website <a href="http://www.commglobal.net">www.commglobal.net</a></p> <p>Managed multiple partners and brands under the umbrella of Commglobal in this dynamic role of marketing representative. Commglobal had prestigious telecom brands such as SAF Tehnika, Eogogics, Airspan among a few.</p> <p>Contribution and Achievements</p> <ul style="list-style-type: none"> <li>Responsible to manage all internal delivery and business development related affairs for a 50 million Euro market capitalization company SAF Tehnika with an annual turnover of 13 million+ Euros</li> <li>In charge for managing relationship with all major telecom operators in countries such as Pakistan, Afghanistan, Qatar, Iran, Kuwait and Oman for data transmission/e learning companies such as Eogogics and AirSpan</li> <li>Set up cellular network/radio stations for one of the leading telecom operator in Afghanistan contributing towards the Afghanistan re-building project while working with multiple agencies from various countries</li> </ul> |
| 06 | 2004 | 01 | 2007 | Training Manager<br>(Innovative Human Solution) | 4131 | 2 years but less than 3 | <p>Website <a href="http://www.ihsdubai.com">www.ihsdubai.com</a></p> <ul style="list-style-type: none"> <li>Independently carried out training sessions on new Nokia products including marketing, sales training, customer care training modules, hands-on training sessions on new products, technology training programs.</li> <li>Helped make Nokia training programs more interactive while at the same time handled large crowds of even 200+ people with ease and was considered a role model for other trainers.</li> <li>Enhanced the training delivery by upgrading the training</li> </ul>   |

|    |      |    |      |                                 |      |                        |  |
|----|------|----|------|---------------------------------|------|------------------------|--|
|    |      |    |      |                                 |      |                        | <p>procedures.</p> <ul style="list-style-type: none"> <li>• Developed and delivered programs on soft skills like – leadership, communication, interpersonal skills, management, development program etc</li> <li>• Developed and created training programs on technical skills like hands-on training</li> <li>• Analyzed and provided advice on the training and management methods</li> <li>• Conducted assessment and proposed suggestions on training environment, methods, systems and procedures.</li> </ul>   |
| 09 | 1999 | 08 | 2001 | Country Manager (Axiom Telecom) | 0611 | 1 year but less than 2 | <p>Website <a href="http://www.axiomtelecom.com">www.axiomtelecom.com</a></p> <p>I was assigned to set up one of UAE’s largest telecom operations in Pakistan which is a major Nokia distributor. Project scope included launching Nokia in Pakistan, setting up Nokia concept store and service centre, hiring a team for running front and back end operations, designing marketing campaign, establishing network of resellers and channels of handset import.</p> <p>Contribution and Achievements</p> <ul style="list-style-type: none"> <li>• Launched Nokia concept store and 24 hour service centre, while working with resellers across different regions of Pakistan.</li> <li>• A major contribution was to work with the Government of Pakistan Ministries and regulatory agencies to alter policies for the import of handsets for overall smoothing of operations vide SRO 391/2001 which was issued by the Central Board of Revenue after my extensive efforts to curb the black market of mobile phones by applying transparency in the system through taxing telcos on behalf of the smaller and more corrupt handset providers, this led to acclaim and</li> </ul> |

|    |      |    |      |   |      |                         |  |
|----|------|----|------|---|------|-------------------------|--|
|    |      |    |      |   |      |                         | <p>respect in the government sectors for a gross inflow of more than USD 1 billion to the public fund due to this initiative alone. Worked alongside all key government Ministers in Finance, Telecom and Investments on the project, have letters from the Government to the effect of my involvement. Had the indirect support of the then President of Pakistan, General Pervez Musharaf in the task through pushing my ideas and memos to the right people in the system.</p> <ul style="list-style-type: none"> <li>• Worked with telecom operators to team up for various marketing associations and co – branding</li> </ul>  |
| 09 | 1996 | 04 | 1999 | Marketing Services & Training Manager, Knoll Pharmaceuticals (BASF) | 4131 | 2 years but less than 3 | <p>(Bought by Abbot Labs in 1999)</p> <p>Trained medial reps and further worked towards designing culture change programs for middle and senior level managers.</p> <p>Contribution and Achievements</p> <ul style="list-style-type: none"> <li>• Trained medical reps to target their communication towards doctors (target market) in a more focused and professional manner</li> <li>• Worked hard to instill soft skills such as time management, effective communication, running successful meetings and planning visits/calls for doctors</li> <li>• Developed small tools such as induction kits, literature guides and call planners for medial reps, proved to be very effective in heavy literature led pharmaceutical industry</li> <li>• Helped reorganize the company’s sales operation to business units</li> <li>• Created and implemented motivation and recognition scheme from self edited Newsletter to national conferences to recognize star performers</li> </ul> |

|    |      |    |      |  |      |                  |  |
|----|------|----|------|--|------|------------------|--|
|    |      |    |      |  |      |                  | <ul style="list-style-type: none"> <li>In short worked more as an internal consultant than an employee, was used in many places by the management, hence encouraged to start my consulting and training business, Synergie Consultants</li> </ul> <p>Exercised conflict resolution skills to handle conflicts and devising bonus/sales commission system for the sales team</p>  |
| 06 | 1994 | 06 | 1996 | Marketing Services Coordinator, Mobilink (Motorola) Pakistan                 | 0611 | 2 years          | <p>Website <a href="http://www.mobilinkgsm.com">www.mobilinkgsm.com</a></p> <p>Worked in this position for Mobilink (started as a GSM operator with 70% equity stake by Motorola USA). I worked as a direct sales person initially when the company and cellular industry was in its infancy stages. This gave me an orientation of telecom industry and a complete knowledge of market dynamics.</p> <p>Contribution and Achievements:</p> <ul style="list-style-type: none"> <li>Sold mobile phones (considered a high –end luxury item) through corporate sales and personal selling for individual sales</li> <li>Developed proposals for corporate sales for volume sales of handsets and connections</li> <li>Took part in planning marketing strategies for mobile phone and franchise resellers</li> <li>Conducted training on sales and customer care, communication and negotiation skills for new hires, this led me to get a job offer from one of our famous trainers KZR associates (their owner Kamran Rizvi is now settled in Canada) which made me realize my potential as a trainer and hence led me to switch my career path from marketing to training.</li> </ul> |
| 05 | 1993 | 01 | 1994 | Area Manager, Merchandising & Promotions Pakistan, Pakistan Tobacco (British | 0611 | Less than 1 year | <p>Website <a href="http://www.ptc.com.pk">www.ptc.com.pk</a></p> <p>I Worked as an Area Manager for Pakistan Tobacco (a wholly owned subsidiary of British-American Tobacco, Uk based tobacco giant)</p>  |



|  |  |  |  |                   |  |  |   |
|--|--|--|--|-------------------|--|--|---|
|  |  |  |  | American Tobacco) |  |  | <p>and looked after below-the-line activities for important territory.</p> <p>Contribution and Achievements</p> <ul style="list-style-type: none"><li>• Designed and delivered marketing campaigns for various towns and villages</li><li>• Arranged company sponsored sports activities like Golf, Cricket matches or local games</li><li>• Looked after branding and advertising activities through merchandising and retail management</li><li>• Travelled extensively within rural areas to collect marketing intelligence for competing brands and getting familiar with the whole manufacturing process. This involved visiting tobacco fields and factories and various distribution channels.</li></ul> |
|--|--|--|--|-------------------|--|--|---|