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**PROFESSIONAL PROFILE**

Business focused, quality conscious, highly versatile and adaptable with strong conceptual, analytical and interpersonal skills.

Strong background in market analysis and development of strategic and tactical plans, Extensive “Client Management and Business Development” experience with top-level executives at several leading local and multinational corporations in MENAP markets

**SKILLS:**

* Hold strong leadership in managing both People and Business
* Ability to think and drive strategic decision making
* Project Management - development and execution of projects on an end to end process
* Expertise in C-suite relationship management
* Good Business and Financial acumens
* Taking the lead on innovation via research and development of products
* Remotely managed and developed teams who are based in several different locations.

**ACHIVEMENTS:**

* Play a key role in identifying business opportunity for clients in the portfolio
* Successfully launched the first ever Lubricants census in Pakistan
* Achieved 1118% business growth in the ME markets in the times when clients are cutting down on their budgets
* Received Nielsen Simply Excellent Gold Award – For maintaining the Most Efficient Account Receivables in the region
* Drove business profile by 125% over the past 2 years
* Received Nielsen Simply Excellent Gold Award – For maintaining the Most Efficient Account Receivables in the region
* Received Nielsen Simply Excellent Silver Award – For successfully carrying out Lubricant Oil Dealers’ census independently
* In 10 year, grew career from Research Executive to director

**PROFESSIONAL EXPERIENCE**

**The Nielsen Company March 2010 – Till Date** Director Client Business Partner Middle East North Africa & Pakistan (MENAP)

Currently leading a team of 8 “Associate Directors/Senior Managers” across MENAP working on different research projects for Procter & Gamble, Philip Morris and Mondalez

* More than 115% target achievement throughout the tenure – even during current pressing times
* Grew business portfolio by 125% over last 2 years consequently looking after the top Platinum clients in MENAP
* Successfully introduced business consultancy approach across markets
* Formulate business development and team management strategies to budget and design annual targets
* Provision of strategic consultancy to clients through:
  + Identification of market opportunities, monitoring competitive market standing and recommending strategies to capitalize on
  + Developing “Joint Business Action Plan” to understand clients’ business objectives for the year and help them meet their targets as well as generate ROI, throughout the year
* Looking after a complete Nielsen portfolio of products, which includes, customized researches (Quant, Qual, Neuro, Digital online communities and Retail Audit)
* Direct dealing with the C-Suite level at P&G, PMI and Mondalez and presenting recommendations to facilitate their strategic decision making
* Additional responsibility include special assignments in India & Sub-Sahara Africa

**The Nielsen Company May 2002 – Feb 2010**

Senior Manager Client Business Partner (Pakistan & MENAP)

Joined company as a fresh graduate, was always on high learning curve consequently progressed through multiple roles over the years. Started leading team early in the career and managing business independently within 4 years.

Lead team of Managers and Executives and was responsible for:

* Managing portfolio of diversified clients including P&G, RB, Kraft, Cadbury, Shell and other local business accounts
* Designing and conducting projects involving in-depth analytics and consequently bringing out actionable recommendations to the business partners – leading it to ROI calculation
* Managing client trainings on research techniques, methodologies, benefits & utilization
* Designing, developing, managing and successful implementation of research projects across urban and rural segments

**EDUCATION**

* B. Com -1999- DHA Degree College for Women
* MBA - Marketing - 2001 - Institute of Business Management Karachi 1st Division GPA 3.0)

**PROFESSIONAL TRAININGS**

* Workshop on “*Advanced Analytical Process*” for complete market consultancy at Nielsen South Africa (Cape Town)
* “*Six Sigma, Concept, Tools and Development*” training at Nielsen UAE
* “*Negotiation Skills*”; received and imparted further across the region
* MR 360 Training a Nielsen Pakistan

**MEMBERSHIP & INTERESTS**

* Nielsen International Women Organization
* Women In Research (WIRe)
* P&G EIMEA Leadership Group
* Physical Wellness & Fitness