

RESUME

Mohammad Haroon (55)



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CAREER PROFILE:

- More than 25 years of experience in two of the most vibrant and dynamic industries, i.e., Oil and Telecommunications,
- Masters in Business Administration, augmented with rich experience in Retail Development/Sales, Joint Ventures, Human Resource, and Administration.

EXPERIENCE:

ALPHA PAK SOLUTIONS: Apart from providing consultancy services to the downstream sector of the Oil industry, Alpha Pak Solutions is also an authorized representative of a US based firm that specializes in designing, fabrication and installation of Modular Units for Crude Oil Refineries.

(2017 till date)

DIRECTOR BUSINESS DEVELOPMENT:

- Successfully pitched the idea of establishing a Modular Refinery to one of the renowned organizations of the country,
- Actively coordinated and facilitated the Supplier-Customer technical and commercial engagement,
- Provided technical and commercial expertise and guidance to the customer and supplier during the contract negotiation phase,
- Active contact with the newly licensed OMCs for the provision of technical/commercial/management consultancy services.

ATTOCK OIL GROUP: Owned by a Saudi "PHARAON GROUP", it is a fully Integrated Oil Group (Upstream/Midstream/Downstream) having its own exploration, drilling & production facilities, two crude oil refineries and extensively engaged in retail marketing.

(2009 till 2017)

COORDINATOR (RD & HR) SENIOR MANAGEMENT CADRE ATTOCK PETROLEUM LIMITED, Islamabad

Prime focus of the assignment was to optimize Retail Network and to streamline policies and procedures for the fast increasing HR strength. In 2013, I was entrusted with additional responsibility to lead HR and Administration functions of the company.

- Member of the "Management Committee",
- Successfully managed HR & Administration functions of the company and improved organizational and administrative efficiency by devising and streamlining related policies and procedures,
- Managed HR headcount of more than 1000 employees through selection, recruitment and career development,
- Worked closely with the Retail department to bring further improvement in the existing network and prudent planning for future expansion,
- Brought improvement in the existing regional setups and established new offices at different locations,
- From HR and Administration perspective, supervised the following nationwide setups:
 - Head Office,
 - 6 Bulk Oil Terminals,
 - 9 Regional Offices,
 - 7 Rest Houses.
- Revamped security arrangements of company's assets/offices /Bulk oil Terminals across the country.

(2006 till 2008)

**RESIDENT MANAGER SOUTH
ATTOCK PETROLEUM LIMITED, Karachi**

Reporting directly to the CEO, I was in-charge of the Karachi office. In close liaison with the Head Office, I supervised and led APL's operations in the Southern region of Pakistan.

(2004 till 2006)

**MANAGER CORPORATE PRODUCTS
PAKISTAN TELECOMMUNICATIONS COMPANY LIMITED (PTCL), Islamabad**

I was part of an energetic and dynamic team to formulate and recommend different Sales/Marketing and Customer Care strategies, to further expand its revenue base in the corporate segment.

- Team member in developing Sales and Distribution strategies for PTCL WLL Service,
- Management of WLL Dealers/Distributors selection process,
- Initiated new sales concepts for PTCL services like "Teleshop" and "Relationship Card",
- Conducted a detailed study of competitive offerings by mobile operators to provide input for marketing strategy,
- Preparation of Budgetary and HR requirements for the establishment of Corporate Customer Services Department,
- Evaluation of different options for co-branding of PTCL's Pre Paid Calling Cards,
- Team member working on surveys related to customer care/services,
- Active involvement in different Customer Care initiatives.

(2000 till 2003)

**INCHARGE – RETAIL OUTLETS,
ATTOCK PETROLEUM LIMITED, Rawalpindi.**

Expanded retail network by more than 100 new APL franchised Petrol Pumps at the initial and toughest times of its existence.

- Planning, budgeting and target setting
- Dealers induction – selection and appointment
- Market surveys, analysis and recommendations
- Developing Economics/Feasibilities
- Product logistics
- Commissioning the stations
- Sales analysis

(1991 till 1999)

**SENIOR EXECUTIVE,
THE ATTOCK OIL COMPANY LIMITED, Islamabad.**

Attock Oil Company (AOC) is the parent company of Pakistan Oilfields Limited, Attock Refinery Limited, National Refinery Limited and Attock Petroleum Limited, besides having shareholding in a number of other Group companies in Pakistan. AOC, also, has joint ventures with a number of National/International companies for the exploration and production of hydrocarbons in Pakistan.

- Personnel Management/Administration of the Corporate Head Office,
- Co-ordination of all the Joint Ventures participated by AOC for the exploration and production of Oil and Gas,
- Monitoring the production and operational activities of the subsidiary companies and reporting the same to the Chief of Attock Group,
- Co-ordination with the Operators in respect of sale of Crude Oil, Gas and LPG to various marketing companies in Pakistan.

(1989 TILL 1991)

**BUSINESS DEVELOPMENT OFFICER,
PAK-HOLLAND METAL PROJECT (PHMP), Peshawar.**

PHMP is a Government of Pakistan and Government of Netherlands jointly sponsored industrial development project.

- Management assistance to small scale metal related industries,
- Guiding the target group in developing their businesses,
- Planning, Coordinating and executing market surveys,
- Promoting prototypes developed by PHMP.

ACADEMICS:

1989
1986

MASTERS IN BUSINESS ADMINISTRATION.
BACHELORS IN BUSINESS ADMINISTRATION.

University of Peshawar, Pakistan.
University of Peshawar, Pakistan.

POST ACADEMIC DEVELOPMENT:

- Petroleum Marketing (JAPAN)
- Personnel Management (JAPAN)
- The Managerial Grid (ARL)
- Development Course for Managers (PIM)
- Leadership Skills for Managers (IPS)
- Decision Making and Problem Solving (IPS)
- Plan or Bus (British Council)
- How to Setup a New Project (USAID & EDAS)
- Petroleum Economic Evaluation and Risk Assessment (PEPCAC)