

Mansoor Mahmood Ashiq

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Date of Birth: 23rd July, 1972 (Age: 43 years)

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SKILLS

- Strategic Marketing
- Strategic Management
- Selling
- Training

ACHIEVEMENTS

- 18 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 **Executive MBA** courses at **GCU & BBA/B.Sc.** courses at **PIFD & Kinnaird College**

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, Written Book on Political Branding & **5 Case Studies**
- Head of the **Examinations, Thesis Coordination & Industrial Liaison** Committees

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
- Strategic Brand Management
- Advertising & Promotion (IMC)
- Marketing Research
- International Marketing
- Services Marketing
- Consumer Behavior
- Organizational Theory & Design
- Human Resource Management
- Mathematics for Marketing
- Industrial Marketing
- Internet Marketing

ACTIVITIES & INTERESTS

- Computer Interests in **E-Commerce, MSWord, PowerPoint, Excel & Internet**
- Member – **Association of MBAs-UK, Recruiters Network-USA & City Alumni-UK**