

Dear Recruiter,

Trust all is well.

Below mentioned is the summary followed by the resume of my professional career.

I'm a MARCOM individual with over 25 years of business management experience of Integrated Marketing & Communications. A person who creates strategic alliances with Governmental and Private organizations' decision makers to effectively align with and support key business initiatives for the company. Builds and retains high performance teams by developing and motivating skilled professionals, driven to establish strategic, mutually beneficial partnerships and relationships with clients.

Started professional career in Marketing & Communications with DAWN Newspaper Pakistan, in pursuit of building global experience, joined Khaleej Times newspaper UAE, then to BBDO, OMD, Y&R and Pirana, M&C Saatchi in Dubai holding key positions before joining McCann World Group in Africa moving back to Pakistan joined The Brand Partnership then Brand Axiss MEASA in Pakistan & Sri Lanka.

I hold post graduate academics in Marketing, Communications. Travelled extensively for business and work to Europe, Africa, Middle East, Far East and Asia.

Have worked on an array of international and local clients and build their businesses, to name a few are Ford Motors, BMW, Mercedes, Arla Foods, Danone, Friesland Campina, Range Rover, Citi Bank, Mashreqbank, Nestle, ABN Amro Bank, Dabur, Coca-Cola, Standard Chartered, Etisalat-UAE & Afghanistan, Warid Telecom, National Geographic, gsk, Aujan, IBM, BSH, Emirates Airlines, Wrigley's, Daimler Chrysler, Pepsi, LG, Sony, Chevron, Xerox, Dana Gas, Oando Oil PLC., Zenith Bank, Burjuman, Dior, Chili's, Goodyear Tires, KIA Motors, UNICEF, CHAI, Bill & Melinda Gates Foundation, Reckitt Benckiser, Sheikh Zayed bin Sultan Al Nahyan Foundation and more...

Looking forward to hearing from you.

Best regards,
Anwar Saeed

Syed Anwar Saeed

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Intro

I'm an individual who loves to multitask, working with colleagues with respect and joy, working with clients sharing same passion I do about creating great Brand Building & Corporate Communications, GTM and Shopper Marketing that makes the business grow. Turned around, multiple global and local organisations in MEA, Far East and South Asia markets.

Experience

Chief Strategy Officer Hype Media – Digital

Karachi, Nov. 2020 to July 2021

- Over all in-charge of the clients and P&L

Managing Director LWD Global - Digital

Karachi, June 2019 to Oct 2020

- Spearheading the agency Pan Pakistan & the UAE

IQRA UNIVERSITY Visiting Faculty (Media Sciences)

Karachi, July 2019 to-date

Brand Management Faculty – mentoring BBA & MBA students on Brand & Business growth

Chief Business Strategist/ CEO Brand Axiss Ltd.

Karachi, Colombo, July 2016 to June 2019

- Set-up the agency in Pakistan and Sri Lanka
 - Full client responsibility
 - Budgeting and forecasting (review quarterly)
 - Staff management
 - New business
- Won new business in three month period from 5 clients and had 100% staff retention.
 - Launched BMW business and Dabur's Shopper Marketing of Vatika and Hajmoola in Pakistan
 - Built CIMA, Union Pharmacy and Airtel products and services in Sri Lanka.
 - Extensive travel across the MENA and Asian regions as part of agency's group head.

Director Business Management, Media & Strategy The Brand Partnership Pvt. Ltd.

Karachi, April 2015 to June 2016

Spearhead the agency operations and turned around the company, put set-up systems and procedures and achieve 230% of billing and revenue in 12 months' time.

- Strategically placed the business development planning and implementations for all clients and day-to day operations.
- Solely responsible of P&L of clients/agency contract and partners (Media & Productions)
- Staff management and mentoring
- New business development

Managing Director/CEO

STB-McCANN and McCann Health Nigeria, Sub-Sahara Africa (Board of Directors)

March, 2012 to March 2015

Part of McCANN WorldGroup communications conglomerate, STB-McCANN is an integrated through-the-line advertising agency where responsibility centered on leading and managing the clients businesses and servicing team, reporting directly to the Chairman and Board of Directors.

➤ **Responsibility for:**

- Local & Regional P&L
 - Strategic guidance
 - Full client responsibility
 - Budgeting and forecasting (review quarterly)
 - Staff management
 - New business
 - Set agency's pricing models and structure
- Won new business in three month period from 5 clients and had 100% staff retention.
 - Selected as a leader to spearhead pitches regionally
 - Launched Friesland Campina Milk brands in West Africa, ran Shopper Marketing of Peak & 3Crown Milk.
 - Extensive travel across the MENA and Asian regions as part of agency's group head.
 - Turned around McCannix, an activation, event and CRM sister agency of STB-McCann Erickson into a profitable company.
- **Clients: Coca-Cola, Friesland Campina, MasterCard, Guinness, Airtel, Nestle. UNICEF, Reckitt Benckiser, SANOFI, PZ Cussons, Cornerstone Insurance, UBA, Perfetti Van Melle, SkyeBank and more...**

Business Management Director

Pirana / M&C Saatchi Advertising, UAE

Oct. 2010 to Feb 2012

Took the agency from start-up operations and sought clients, set-up systems and procedures and achieve 180% of billing and revenue in a years' time.

- Managed strategic planning and implementations for all clients, account services duties as well as day-to day operations.
 - Decided and set-up relationships with all suppliers, handled contracts and negotiations, solely responsible of P&L of clients/agency contract and partners (Media & Productions)
 - Staff (hiring, firing, guidance, reviews, development)
 - New business activity and agency credentials
- Introduced new practices and generally led the agency to a higher level of professionalism, accountability and structure
- **Clients: Etisalat Afghanistan & Pakistan, Al Aan TV, Emirates Refining Company, Otobi Furniture, Novartis, Qubee Digital, KalamTV Digital.**

**Regional Account Director – Middle East, North Africa & Pakistan
Y&R & IVML, Sudler & Hennessey, UAE**

Apr. 2004 to Sep. 2010

Y&R and IVML are WPP's major advertising agencies globally. Came on board to run the LG Electronics business and got promoted to Regional AD in three months to handle group of clients heading a team of 7 colleagues, led & managed overall brand communications & media strategy of blue-chip Y&R and IVML's clients.

- Fully responsible of clients businesses
 - Client morale & development
 - New business leads
 - P&L of the clients under my belt
 - Trained AEs and AMs who shined in their endeavor
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- Won five new businesses during the tenure with over 23 million USD revenue annually
 - Extensive travel across MENA and Asian region to lead pitches and clients work
 - Partnered with client through managing & conducting market research. Translated consumer insights into creative campaigns, media plans, brand strategies & corporate communications, executed on ATL, BTL, Digital, DM & CRM including regional launches

Clients: **LG, Sony, Pfizer, Beyer, Warid telco, Philip Morris, Intercontinental Hotels, Virgin Atlantic, Ford, Land Rover, Emaar, Chevron, ENOC, Dana Gas, Damas, Dior, Longines, Xerox, Deerfield Mall, Burjuman Mall, MBC TV, Mashreqbank, Aujan, Patchi, Al Nassma, DAFZA and Emirates Refining Company (Iffco Foods)**

**Senior Media Manager
Omnicom Media Group, UAE**

Feb 2000 – Apr 2004

First employee and founder member of OMD's MENA head office in Dubai, managed full transaction of media businesses from BBDO, DDB and TBWA

- Led media operations, media plan, buying and financial management, reporting to the MD
 - Full responsible of P&L
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- Won media business of Panasonic, LG, Al Jawal telecom in 12 months
 - Launched MICE campaign of Emirates Airlines Worldwide

Clients: **Emirates Airlines, Jumeirah Beach Residence, Marriot Hotel, PepsiCo, Pizza Hut, Wella, LG, Wrigley's, Gauloises blondes, Chrysler (Jeep), Al Jawal Telecom, VW, Panasonic and other local companies/brands.**

**Advertising Manager
Khaleej Times, Newspaper, UAE**

Sept 1994 – Jan 2000

- Marketing of advertising space in the Khaleej Times to clients and Ad agencies, both locally and globally
- Travelled extensively for country reports of Khaleej Times to **Europe, Middle East, Africa, Far East and Asia.**

Advertising Executive
DAWN Newspaper, Pakistan

Aug 1989 –Sept 1993

- Marketing of DAWN newspaper & Herald Magazine to clients and Ad agencies to generate advertising business, both locally and globally

Advertising Manager
RDS Transport Display Advertising, Pakistan

March 1988 - July1989

Launch and marketed **first-ever** Mobile Display Advertising Medium in Pakistan on public busses.

Field Manager
Zarat International, Pakistan

Karachi, 1985 to 1988

- Launched Mechanized Farming & Plant Protection techniques in Pakistan with WFP
- Worked with farmers all across Pakistan, promoting new farming techniques resulting growth in yield

Academics

Certificate Course in Marketing
Institute of Business Administration (IBA), University of Karachi

Pakistan-1993

Bachelor of Commerce
University of Sindh

Pakistan-1987

Higher Secondary Certificate (Pre-Engineering)
Board of Secondary Education Sindh

Pakistan-1984

Training & Workshops

- Co-creation workshop by Simon Silvester, Y&R Training workshop **Dubai - 2008**
- Ten Habits of Effectiveness by Omar Khan - Neuro-Linguistic Program Therapist **Pakistan 1999**
- Blue Print for Success, Dubai Quality Group & Qualified Learning Systems Inc. (USA) **UAE - 1999**
- Consumer Marketing ~ Strategies for the 90's, Consult 21 **Pakistan - 1991**

Languages with proficiency: English, Urdu, Punjabi, Sindhi, Saraiki
Arabic: Basic and progressing

Interest

White water rafting, trekking, fishing, farming and outdoor activities most liked, BBQ and Mughal cuisines chef with-out-the toque

References: On request