

# Filza Ali

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## Objective

A challenging position where I can apply my education and experience to further myself and organization.

## Education

### **Project Management Professional (PMP)® - Certification 2024**

Project Management Institute (PMI)

*Motivating People and Teams. Using predictive (Waterfall), **Agile (Scrum)** and hybrid approaches to determine which way of working is best for each project. Highlighting the success of a project and its impact on overall strategic organizational goals.*

### **Master's in Business Administration**

**2016 to 2019**

Edinburgh Business School, Heriot Watt University, Scotland.

Subjects: Organizational Behavior, Economics, Accounting, Marketing, Project Management, Finance, Principles of Retailing, Salesforce Management, Strategic Planning.

**GPA 3.3**

### **BSc. Electrical Engineering**

**2006 to 2010**

University of Engineering and Technology, Lahore.

**CGPA 3.477**

## **Team Lead - Services Account Representative- Tetra Pak – Nov 2018 to July 2024**

Overall 11+ years of experience.

### **Tetra Pak Global Projects:**

- **Project 1: Marketing and Communication Project – Key Components, Plant Solutions and Channel Management:**
  - a. Gathering requirement for Customer Pain Points and Channel Value for the Key Components and Plant Solutions in Processing Business.
  - b. Working with Scrum Master and Commercial Product Owners for development Plan for the learning Content. Conducting Review meetings after each Sprint.
  - c. Validating Microlearning Content and validating it is as per Communication guidelines.

- d. Creating Learning Journey on Edcast portal on multiple global platforms. Target audience is around 700 stakeholders
- e. Creating analytics and marketing insights for the viewership, engagement and recording industries. Creating analytics for external communication (LinkedIn Posts) and analytics.
- f. Creating Survey (Microsoft Forms) and collecting data for continuous improvement.
- **Project 2: Global Remote Support User Interface – Next Generation Services:**
  - a. Reviewing in dept global remote support app deployment and review reasons for lack of user engagement.
  - b. Conducting end users (Field Service Engineer) interviews to better understand their perspective and limitations of using the app at Customer Site. Almost 400 stakeholders/ users, in 28 markets.
  - c. Updating project documents with user stories and creating backlog and communicate to product owners.

#### **Team Lead Role Responsibilities:**

- Motivating teams to bring their best to the function. Working on their development needs and arranging trainings where required.
- Coaching and mentoring team for their growth and remove impediments in their daily job duties.
- Arranging resources to the function based on business needs with efficient utilization.

#### **Business Expert Role Responsibilities:**

- UAT (user acceptance testing) for new tools and processes.
- Deployment of new tools and processes to users, based in Markets Pakistan and Afghanistan. Conducting user training sessions.
- Tracking success rate of the new deployment and submit analytics for continuous improvement.
- Be first point of contact for queries and issues for the users (services account representatives).

#### **Account Management Role Responsibilities:**

- Accounts Responsible: Nestle Pakistan, Unilever Pakistan, Hico, Nishat Sutas, CitroPak Ltd., Pepsi Pakistan, CCBL Pakistan.
- Maintenance Contracts: Placing orders and handling deliveries. Managing quarterly reconciliations on budget consumption with customer and invoicing accordingly.
- Plant Components: Preparing quotations for the Plant Components, mainly Alfa Laval, E&H and Rockwell.
- Powder Handling Upgrades Support: Support the SKAM and Upgrades Team in Nestle installed base of Powder Handling (previously Guerin) for upgrades.
- Ice-cream Equipment: Issues handling in support of SKAM for Ice-cream spares and

claims.

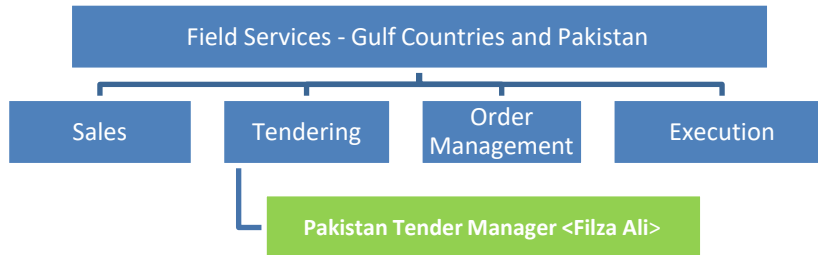
- MDG (Material & Customer): Requesting for the material creation and customer creation in MDG tool.
- Salesforce: Creating Leads and Opportunities and housekeeping.
- Management of Nestle long terms supply contracts One off contract of specific brands in Tetra Pak portfolio (FESTO, Borsen, Rockwell).

## Last Role in Schneider Electric Pakistan Pvt. Ltd. – 2016-2018

**Employer:** Schneider Electric Pakistan Pvt. Ltd. (Lahore Office)

**Business Unit:** Field Services – Abu Dhabi

**Position in BU:**



### **Job Functions and Responsibilities:**

- Tender Manager of Pakistan Solution Center – Field Services. Responsible for Pakistan Market support requests, and assignment to the team.
- Back Office correspondence for Brown Field <installed based> projects. Acquiring firm technical solution from Schneider Factories based in Pakistan, Turkey, France, Italy and all SE legacy brands.
- Rolling Out Schneider ECOFIT solutions: Part of the team for road shows to market Schneider Electric retrofit solution of MV and LV Panels.
- Salesforce: Approving Quote Links on BFO within DOA (delegation of authority) value limit. Following up from Solution Architect and Subject Matter Expert in Quote Links.
- Order Handling in SAP: Validating orders in hand, with respect to margins, contract and technical solution. Adding Planned Cost in SAP.

## Switchgear Sales Department – within Schneider Electric

**Employer:** Schneider Electric Pakistan Pvt. Ltd. (Lahore Office)

**Business Unit:** Switchgear Sales – Pakistan

### **April 2015- August 2016:**

- Single Line Diagrams: Reading Single Line Diagrams designed by contractors for green Field Projects.
- Planning Switchgears: Suggesting suitable Panel as per Schneider Electric Portfolio.

Calculating components required to be mounted in the Low Voltage and Medium Voltage Panels, like Bus bars, copper connections, MCCSs, ACBs, Control Relays, Current Transformers, Push Buttons etc

- Automation Tender Preparation: Working on Micom and Sepam relays, Site visits along with automation team to check on site configurations. Cost estimation and tender submission, order processing and post order follow up.

**Aug-2011 to Mar-2013: Areva T&D (got merged to Schneider)**

- Single Line Diagrams: Reading single line diagrams of the power station;
- Planning Components: Estimating the required power products i-e ACBs, MCCBs, MCBs, Motors, buss bars etc in switchgears;
- NPI – New Product Introduction: Managing site visits for marketing product latest updates and managing road show events.

**First Job - Sales and Support Engineer in National Scientific Corporation**

**Duration:** Nov-2010 to Jun-2011

**Job Responsibility:**

- Inside Sales: Searching for new clients maximizing client potential in designated regions;
- Tender Negotiations: Negotiating tender and contract terms and conditions to meet both client and company needs; calculating client quotations and administering client accounts;
- Presentations: Making technical presentations and demonstrating how a product meets client needs;