



Asad Said Jafar

Chairman & CEO at Philips Pakistan Limited

Experience:

Company Name: Philips Pakistan Limited

Title: Chairman & CEO

Dates Employed: Jan 2009 – Present

Philips Pakistan Limited is a wholly owned (99.9%) subsidiary of Royal Philips and I am responsible for the business in Pakistan. As CEO, I am responsible for all aspects of the business (top & bottom line performance, Customer Service, HR, finance, HR, SCM, Marketing, Compliance etc) and ensure implementation of go-to-market strategies for the sales channels: B2C, B2B and B2G. We are the market leaders for Lighting in Pakistan and a significant player in Healthcare. We are also present in certain categories of Consumer Lifestyle products. Philips Pakistan reports into Philips ASEAN Pacific, based in Singapore.

Title: CEO Designate

Dates Employed: Sep 2008 – Dec 2008

During this period (Sep to Dec 2008) I was busy in preparing for my next role and taking over from my predecessor. As the GM for the Lighting business I took over the responsibilities from day one.

Title: Director Supply Chain, ASEAN Lighting

Dates Employed: Jun 2006 – Sep 2008

Leadership of the Supply Chain Management **functions** for the entire ASEAN region covering both industrial and commercial organizations.

Title: ASEAN Luminaires Supply Group Manager

Dates Employed: Jul 2003 – Jun 2006

Set up the ASEAN Luminaires Supply Group to manage all the luminaires supply sources in ASEAN, which included Philips own manufacturing as well as co-makers.

Title: Supply Chain Manager

Dates Employed: Jun 2001 – Jul 2003

Responsible for the Supply Chain Management function at the Philips Lamp and Lamp Components factory in Surabaya. This was a major IPSC (International Production Supply Center) for Philips manufacturing various types of lighting products supplied all over the world.

Title: Supply Chain Manager

Dates Employed: Apr 1998 – Jun 2001

Set up the Supply Chain Management, as an integrated commercial and industrial function, from scratch, which previously was fragmented.

Company Name: ICI Pakistan Limited

Title: Manager Electrical & Instrumentation

Dates Employed: Jan 1995 – Aug 1996

As Electrical and Instrumentation (E&I) Manager at ICI Soda Ash Plant I heading the section providing leadership to the E&I function.

Title: Assistant Manager

Dates Employed: Jun 1989 – Dec 1994

At the end of the one year training period I period was posted as Project Engineer at one of the plant expansion projects, in Lahore, where key responsibilities included coordinating completion of all utility and services contracts.

Title: Management Trainee

Dates Employed: Jun 1988 – May 1989

Joined ICI Pakistan as a Management Trainee, after a nation wide competitive selection process, resulting in 10 fresh graduates being selected, out of thousands of applicants.

Education:

Imperial College London

Degree Name: Master of Business Administration (MBA)

Field Of Study: Business

Dates attended or expected graduation 1996 – 1997

NED University of Engineering and Technology

Degree Name: Bachelor of Engineering (BE)

Field Of Study: Electrical Engineering

Dates attended or expected graduation 1988

D.J. Science College, Karachi

Degree Name: F.S.C. Intermediate Science

Field Of Study: Pre-Engineering

Dates attended or expected graduation 1979 – 1981

Karachi Grammar School

Degree Name: S.C. / G.C.E. O'levels

Field Of Study: Science

Dates attended or expected graduation 1971 – 1979