

SAMAMA ZUBAIR

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Karachi, Pakistan

Career Statement

Accomplished food technologist and a Business Graduate with an illustrious career spanning over a decade. Continuously excelled in the domains of product innovation, transformation, and enhancement, demonstrating expertise across an expansive array of food categories, including but not limited to spices, spice blends, seasonings, dairy products, chocolates, spreads, bakery, and the dynamic Quick Service Restaurant (QSR) sector. Shared wealth of knowledge as a lecturer & served a distinguished role as a Food Safety Trainer.

My competencies extend to the strategic utilization of Stage Gate processes and the adept configuration of new process models within the Sopheon framework. & extensive hands-on experience in SAP and the seamless transition to SAP S4

WORK EXPERIENCE

Assistant Manager - Innovation Research & Development – Culinary

National Foods Ltd

May 2022 - Present, Karachi

- Led cross-functional teams to conceptualize, develop, and launch innovative culinary products, resulting increase in market share and a boost in annual revenue across local and international markets.
- Pioneered the creation of unique, award-winning recipes, enhancing the culinary division's reputation and achieving recognition as a trendsetter.
- Successfully adapted product formulations to meet international market requirements, complying with diverse cultural and dietary preferences, thereby expanding the global foot- print and reaching new customer segments.
- Optimized ingredient sourcing and supply chain logistics, reducing procurement costs by set annual targets leading to enhanced profitability for both local and international markets.
- Implemented sustainability practices in product development, earning industry recognition for environmentally friendly culinary offerings and reducing the division's carbon footprint by 15%.
- Collaborated with international distribution partners to establish streamlined product export processes, resulting in a reduction in export-related costs and improved delivery time- lines.
- Conducted market research and trend analysis, guiding the development of products that aligned with evolving consumer demands, increasing customer satisfaction and loyalty.
- Maintained a cutting-edge expertise in new and emerging trends, particularly in spice processing technology, to advance quality enhancement. Adapted to sourcing challenges and evolving consumer requirements, contributing to increase in product quality and customer satisfaction.
- Evaluated and optimized current manufacturing processes, identifying gaps for improvement. Proposed and implemented innovative methods, equipment, and machinery, for the improvement in production efficiency and operational effective- ness.
- Explored new business opportunities and synergies, connecting future and existing products and technologies in novel contexts contributing to diversification through active participation in local and international trade and ingredient shows.
- Received recognition for culinary product excellence, further solidifying the division's position as a leader in product innovation and quality.
- Successfully configured new process models in Sopheon
- Hands-on experience in SAP and have seamlessly navigated the intricate transitions to SAP S4 Hana, with a deep understanding of cutting-edge enterprise solutions.

Assistant Manager Culinary – APAC

Food Panda Pakistan

February 20222 – May 2022, Karachi

Lecturer (Visiting Faculty)

Iqra University (Health Nutrition and Dietitian department)

Oct 2021 – Oct 2022, Karachi

- *Designed and delivered comprehensive food safety training modules, and revamped the food nutrition curriculum, incorporating the latest research and dietary guidelines resulting in a 20% increase in student engagement and knowledge retention.*
- *Received consistently high student evaluations and feedback, with an average rating of 4.8 out of 5, indicating exceptional teaching skills and student satisfaction.*
- *Led a successful food safety awareness campaign on campus, resulting in a 30% increase in student participation and understanding of food safety principles.*
- *Mentored and guided students in conducting research projects related to food safety and nutrition leading to several award-winning projects and recognition for the institution.*
- *Acted as a guest lecturer at industry conferences and seminars, sharing expertise and promoting the importance of food safety and nutrition in various sectors.*
- *Initiated a collaborative partnership with local food establishments, providing hands-on training opportunities for students and fostering strong industry connections.*
- *Served as a subject matter expert in the development of new food safety and nutrition curriculum, ensuring that it meets industry standards and emerging challenges.*

Assistant Manager R&D

United King (The food Kingdom)

May 2021 – February 2022, Karachi

- *Developed and implemented a comprehensive set of R&D system documents, enhancing process efficiency and quality control.*
- *Led the successful development of new products, including seasoning, cakes, biscuits, and rusks, resulting in a 20% expansion of the product line and increased market share in the retail sector.*
- *Initiated and managed the development of new and alternate vendors for raw materials and packaging items, reducing supply chain risks and costs by 15%.*
- *Contributed to the development of packaging, nutritional facts (N-facts), and information declarations, enhancing product transparency and compliance with regulations.*
- *Orchestrated the preparation, presentation, and decoration of finished bakery and savory products, leading to a 25% increase in product attractiveness and customer appeal.*
- *Innovated ready-to-eat product recipes, catering to evolving customer preferences and driving a 20% surge in sales.*
- *Conducted comprehensive profit and loss analyses for new products, resulting in an average of 15% improved profitability for these products.*
- *Championed cost-saving initiatives, reducing operational costs by 10% through innovative strategies and implementation.*
- *Successfully implemented ISO procedures, streamlining operations, and ensuring adherence to international standards for quality and safety.*
- *Reported directly to the Managing Director, providing critical insights, and driving operational excellence.*

Sr. Executive IRD

National Foods Ltd

December 2019 – April 2021, Karachi

- *Innovatively crafted multiple prototypes tailored to customer preferences, ensuring high customer satisfaction, and contributing to a 10% increase in repeat business.*
- *Pioneered the establishment of a comprehensive ingredient database through cross-departmental leadership, streamlining ingredient management and promoting data accuracy.*
- *Catalyzed collaboration between sensory, marketing, and consumer insight departments, resulting in a 15% improvement in product-market alignment.*
- *Demonstrated expertise in recipe development, meal preparation, and presentation across a diverse array of food categories. This led to a 20% enhancement in product variety and customer appeal.*
- *Consistently achieved a 100% project completion rate within timeframes, both as a lead and contributing team member, ensuring project success and stakeholder satisfaction.*

- *Led successful product launches, contributing to a 25% increase in market share and a 30% growth in annual revenue.*
- *Pioneered the implementation of the farm-to-fork concept, ensuring transparency and quality control in the supply chain.*
- *Applied legal regulations to identify natural ingredients, enhancing product compliance and quality.*
- *Conducted profit and loss analyses for new products, leading to 15% increased profitability.*
- *Optimized waste utilization, minimizing environmental impact, and contributing to a 10% reduction in waste-related costs.*
- *Contributed significantly to the achievement of annual cost-saving targets through various cost-efficient methods and expertise.*
- *Conducted on-the-job training for cross-functional teams, resulting in improved skills and enhanced team performance.*
- *Reported directly to the Manager of Innovation Research & Development, providing critical insights and driving project success.*
- *Initiated and successfully executed cost-saving initiatives, leading to a 10% reduction in operational costs and enhanced profitability.*

R&D Executive

July 2017 – December 2019, Karachi

National Foods Ltd

Jr R&D Executive

August 2015 – June 2017, Karachi

National Foods Ltd

QA/ QC Officer

02/2014 - 08/2015, Karachi

Pakistan Dairy Products

- *Streamlined and improved product supervision and approval processes, reducing turnaround time by 20%, and ensuring that product quality consistently met and exceeded industry standards.*
- *Demonstrated a strong track record of successful launches in diverse product categories, including ice creams, cone biscuits, chocolate couvertures, and confectionery, resulting in a 15% increase in market share and a 25% growth in annual revenue.*
- *Effectively reported to the Managing Director and Director, providing critical insights, and contributing to strategic decision-making processes, ultimately enhancing the company's overall performance.*

EDUCATION

MBA, Indus University, Karachi

Nov 2014 – April 2017

1st Position (Gold Medalist) in Supply Chain Management

MSc. Food Science & Technology, University of Karachi, Karachi

Jan 2013 – Dec 2013

Master's in food sciences 1st Division

BSc In Food Science & Technology, University of Karachi, Karachi

Jan 2010 – Dec 2012

Bachelor's in food sciences 1st Division

Intermediate,

D.A Degree college Phase VIII EXT, Karachi

April 2007 – Jan 2009

Grade A

Matriculation,

White house Grammar School, Karachi

April 2005 – Jan 2007

Major certification, trainings, Courses & Workshops

- HACCAP training in sea food industries
- Workshop on meat
- Workshop on HALAL food awareness
- Seminar on modern agriculture
- Worked as Intern at Sundip-Naurus
- ISO-22000 and HACCAP certification course
- Workshop by Nestle Pakistan
- 12th international conference on Statistical Science
- Training workshop on Building Environment Awareness for Sustainable Future
- Lead auditor training course on OHSAS:1800 BS
- Training workshop on Pakistan Food Regulations, laws, and Act
- Three days training on Root cause analysis
- Awareness Course on ISO 9001:2015 by URS
- Training on Handling and using Project management software (Accolade).
- Transition awareness Training on ISO 9001:2015 by URS
- FSSC 22000 | Awareness Session by Bureau Veritas
- British Retail Consortium (BRC) Certification By Bureau Veritas
- Brand Reputation through Compliance Global Standards (BRCGS) Issue 9
- Train The Trainer Certification Course, CIC
- 6 months training course on culinary arts and techniques
- Training course on Pakistan General requirements for Halal Foods (PS 3733-2022(R))

Miscellaneous

- Influencing skills
- Attention to details.
- Supervisory skills
- Communication skills
- Listening skills
- Presentation skills
- Naat competitions
- Debate competition
- Elocution competition
- ISEO (International school education Olympiad)

Consultation

Served as Consultant in different private sector for:

- Development of new products in retail market
- Calculation of Nutritional Values based on market and product formulation.
- Cost optimization of existing | designed products
- Stability enhancement