

AWAIS QADIR

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A highly skilled, customer-focused, and experienced management professional with more than 10 years of Marketing, Management, Product Development, Competitive Analysis, forecasting, Pricing, Sales Management, contract negotiation and implementation, Business Research, Business Management experience.

Effective Communication skills with experience of negotiating and entering Bilateral Interline Pricing Agreements with other Airlines of the World on behalf of Pakistan International Airlines.

Experience of managing inventory for 10 International destinations and all domestic destinations of Pakistan International Airlines by developing and implementing inventory management strategy as regional supervisor at Central Reservation Control, Revenue management division for optimization of inventory utilization and maximizing revenues.

Successful track record of in-depth strategic planning, facilitating operational and procedural development to achieve organizational goals and objectives outstanding negotiation skills, using bargaining abilities to reduce costs to improve business margins.

Strong interpersonal skills, working well within a team structure, but equally adept at using initiative to solve problems when working alone.

Proficient in using MS Office, Excel, PowerPoint, and Internet search tools along with other airline related tools for technical analysis i.e., NGDDS Direct data solution, DSS– Decision Support System, CITRIX –Costing tool, HITIT and SABRE.

Professional Experience

Pakistan International Airlines Corporation Limited, Islamabad

2012–2023

An International Airline that serves as national flag carrier of Pakistan.

Sr. Officer Code share & Alliances (2019-2023)

- Leveraged Marketing Intelligence tools to analyze traffic patterns and identify opportunities for interline agreements, collaborating closely with the Manager - Commercial Agreements strategically and tactically.
- Conducted continuous traffic and revenue analysis to identify potential agreements, following guidelines provided by the Manager - Commercial Agreements.
- Ensured accurate Class Mapping and addressed all relevant terms and conditions in interline agreements as directed by the Manager - Commercial Agreements.
- Collaborated with the Fare Filing Team to ensure precise filing of Interline Fares, including related rules, penalties, and routing in alignment with the agreement.
- Coordinated with the Revenue Accounting Team to ensure proper interline settlements.
- Demonstrated in-depth understanding and compliance with the ISTA Agreement, ensuring work was carried out to the highest standards.

- Provided suggestions for improving Bilateral Air-services Agreements to the aviation division of the Government of Pakistan and briefed senior management on section activities and performance.
- Maintained effective communication and coordination with various internal and external stakeholders to ensure compliance with regulatory policies and requirements.

Press Spokesperson, Aviation Division , Islamabad (2017-2018)

- Attended regular networking events to broaden the scope of key contacts and increase brand awareness and reputation.
- Devised and executed aligned communication strategy across various platforms.
- Ensured exceptional quality standards across outward-facing content in line with brand values.
- Identified and implemented efficient cross-business communication processes through media campaigns.
- Localized PR initiatives to maximize regional awareness and coverage.
- Maximized communication opportunities through intensive forward-planning and research.
- Worked on developing various commercial communication needs for sales teams and ensuring they had access to appropriate and relevant communication tools for internal and external communications.

Sales Promotion Officer (2016-2017)

- Conducted planned visits to commercial accounts and business organizations to promote sales of PIA.
- Assisted agents with their daily problems, such as getting seats on flights.
- Provided daily sales performance updates for assigned territory.
- Conducted sales activities and surveys in assigned area to increase PIA market share.
- Provided feedback to management on achieving set sales targets.
- Supported the activity of creating a commercial business capability by organizing and creating agendas to areas of development for tools and systems that are required to support the sales function.
- Developed necessary business plan templates related to the Annual Business Planning Process activity and contact with relevant stakeholders regarding any issues.

Inventory Analyst (2012-2016)

- Analyzed inventory and reservation activity to ensure revenue maximization and compliance with policies related to inventory cleaning and time limit enforcement.
- Created and provided statistical reports to higher management for decision-making purposes.
- Coordinated with reservation offices and selling outlets to ensure prompt servicing of space and service requests.
- Monitored market behavior, booking activity, and competitor fare initiatives to ensure competitiveness and identify yield maximization opportunities.
- Independently performed analysis and suggested solutions to optimization problems leading to revenue generation.

Professional Qualifications

Deregulation and Open Skies, Alliances, Equity Partnerships and Strategic Partnerships

- Completed the IATA classroom course held in London with distinction, further enhancing my skill set and solidifying my position as a highly qualified professional.

Junior Management Course

- Having successfully completed the Junior Management Course from PIA Training Centre, I am equipped with valuable leadership skills and strategies that have strengthened my capabilities as a professional

Professional Training Course – Advanced Information Technology

- My training at Iqra University Islamabad has not only expanded my technical abilities, but also instilled in me the leadership, teamwork, and problem-solving skills essential to success in the IT industry.

Flight safety and HSE

- My training in Flight Safety and HSE from PIA Training Center Karachi has honed my ability to identify and mitigate potential hazards, allowing me to make meaningful contributions to the safety and success of aviation operations.

Security Basic Course

- My training in PIA Center Karachi's Security Basic Course has provided me with a deep understanding of security protocols and strategies, empowering me to safeguard people, assets, and information with confidence and efficiency.

Education

M.Sc. | Mass Communication

2011

- National University of Modern Languages, Islamabad

Bachelor of Science | Mathematics and Physics

2006

- University of AJK, Muzaffarabad, Azad Jammu and Kashmir

Intermediate | Pre-Engineering (Mathematics, Physics & Chemistry)

2004

- Mirpur Board, Azad Jammu and Kashmir

Honors and Awards

Commercial Hall of Fame PIACL 2022.

- Made a spot in commercial Hall of Fame PIACL in the year 2022.

Certificate of Appreciation from CEO PIA

- Received certificate of appreciation for a brilliant performance in Industry Affairs - 2022.

Certificate of Appreciation from CCO PIA

- Received certificate of appreciation from chief commercial officer PIAC for outstanding performance during Covid-19.

Certificate of Appreciation from CCO PIA

- Received certificate of appreciation from chief commercial officer PIAC for performance during cutover from SABRE to HITIT.

Extracurricular & Volunteer Experience

Secretary Board of Airline Representative in Pakistan (BARIP)

2022-2023

- Conduct of quarterly BARIP Meetings.
- Maintenance of BARIP Financial Record (member fee)
- Dissemination of BARIP Minutes of the Meeting to all members.
- Coordination with carriers on issues relating to legal, government, and airport authorities.

Capacity Building Workshop

- Individual and creating space for the Individual.

English language Proficiency

- Quaid e Azam University, Islamabad

Humanitarian and Natural Disaster Reporting

- INTERNEWS supporting open media in Pakistan.