



# Nida Wasif

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## Catalyst for Change| Product & Service Launch| Revenue Management| Innovation & Simplification| Digital Transformation

Passionate to create meaningful impact through innovative ideas and simple solutions that amplifies growth.

A corporate journey of 10 years includes working with TOTAL PARCO (JV of TOTAL S.A. & Parco), Urban Unit and ABB. I cannot claim to know everything but I have a knack to explore, probe, consult and deliver.

The journey gave me the chance to work on various facets that include end-to-end launch of new packaging of lubricant, introducing car care products in Pakistan, customer services, roll out of digital tools, business controlling for EPC power projects and some business development in urban services.

My skills are strong in project management, strategic planning, innovation, pricing & revenue management, products and service portfolio management, optimization (process & cost) and cross-functional collaboration.

With high learning agility, innovative thinking and change management with a track record of timely delivering in a VUCA environment I believe I have the right skills to lead innovative projects .

Experience of working with cross-cultural teams and balancing communication across local and international chain of command.

Language proficiency: English & Urdu and beginner level French  
SAP Modules: MM, SD & PS

### Core Competencies

- Launch of new products & services
- Pricing & Revenue Management
- Stakeholder Management
- Project Management
- Business Controlling
- Team Development
- Strategic Planning
- Capacity Building

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## Work Experience

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12/2020

### **Manager Card Operations & MyFuel+ Total PARCO Pakistan Limited**

- End to end process owner of TOTAL Card business segment, managing +1500 customers in B2B, B2C and SME sectors, providing customer services through a network of +800 retail stations.
- Ensuring compliances and controls are intact by clearly defined framework and segregation of duties between 3 team members of direct reporting.
- Cross functional collaboration with both internal and external stakeholders

for better penetration rate.

- Managing the roll out of group projects to digitize user experience and after sale services in order to strengthen the brand promise.
- Designed and implemented loyalty program in partnership with food companies (e.g. Coffee Planet, Busy Beans, Le Café)
- Introduced incentive program, to encourage existing customer to switch from cash to card for purchase of fuel and lubricant.

02/2018 – 12/2020  
Pakistan

### **Manager Business Planning Total PARCO Pakistan Limited**

Managed the P&L of Lube business of TOTAL PARCO that generates annual revenue of 60 MUSD with modern oil change facilities, +300 industrial customers, nationwide distribution system with an in-house blending plant.

#### **Key Achievements:**

- Co-project manager for end-to-end implementation and roll out of TOTAL's new lubricant packaging initiative in Pakistan by closely working with teams from Paris HO, Singapore Regional Office and vendors from Europe - 3rd affiliate to have successfully rolled out the project in May-2020. The project roll out take into account a holistic business plan covering capex investment, supply logistics management (replenishment of old stock in the warehouses), holistic marketing plan for consumer awareness (print and media) and price positioning of new packs.
- Responsible for implementing "SALSA MS" (Total's customized version of Salesforce) for Lubricants Division in Total Parco Pakistan. Helped design CRM environment and was Lead trainer for Pakistan Affiliate.
- Designed, developed and implemented the Pricing & Revenue Framework in TOTAL PARCO which was adapted by the Global Pricing & Revenue Strategy and many best practices adapted by other affiliates.
- Led the roll out of car care products in Pakistan market
- Designed, organized and delivered trainings on strategy and innovation
- Led the roll put of global start-up program in Pakistan.
- Organized 5 international conferences for external and internal stakeholders
- Led group audits with zero "significant" observations

01/2016 – 01/2018

### **Business Analyst Total PARCO Pakistan Limited**

Responsible for data analytics for informed decision making and reporting of sales reports to management and lubricant sales force:

- Cross- functional partnership for lubricant market sizing and strategic planning to achieve 12% market share
- Improved E2E sales administration and sales forecasting by 15%
- Partnered with IC for Group Audits ensuring process compliance

01/2018 – present  
Pakistan

### **Innovation Custodian TOTAL**

Nominated to be the Innovation Custodian for TOTAL PARCO to establish the Innovation Strategy of the TOTAL S.A.

- Amplified innovation through various initiatives such as internal workshops and external partnerships, games and competitions;
- Designed, developed and implemented the Innovation Framework
- Improved innovation footprint to 3rd in APMO region and Globally at 5th number.
- Established the start-up program in the company
- Secured 4 innovation ranks awarded by TOTAL head office

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## Work Experience

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- Organized 3 Innovation events

07/2014 – 01/2016  
Pakistan

### **Sr Analyst - business development The Urban Unit**

Responsible for developing service business of Urban Unit:

- Designed and established capacity building center of urban development services (GIS, solid waste management) in partnership with PSDF, worth 100 kUSD
- Partnered with clientele for sponsorship of 50 kUSD to organize the International Urban Forum

01/2010 – 11/2013  
Pakistan

### **Project Analyst ABB**

**Commercial & financial analysis of turnkey EPC projects, in the Power Systems division, through cross functional collaboration with finance, technical and procurement/ logistics:**

- Analysis of projects worth 150 MUSD
- Led the commercial and financial negotiations of 100 MW eBOP Wind Farm project worth 12 MUSD
- Managed the P2P procurement of electrical equipment for projects

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## Education

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07/2007 – 07/2009  
Lahore, Pakistan

### **MBA Government College University**

2009  
Subhang Jaya, Malaysia

### **Management Development Program Sunway University Malaysia**

- Risk & Investment Analysis
- Brand Management
- Supply Chain Management