

UMAR IQBAL

A-11, 3514 Spring Garden Street | Philadelphia 19104
267-847-7990 | uiqbal@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Strategic Management and Business Analytics

2018-2021

- Wharton Merit Scholarship and Charles Turlinkski, Sr. Endowed Fellowship Recipient
- Student Leadership: Co-President Wharton General Management Club, Student Council Vice-President, Dealmakers Club Board
- Club Member: Consulting Club, Public Speaking Club, Analytics Club

HARVARD KENNEDY SCHOOL OF GOVERNMENT

Boston, MA

Master of Public Administration Candidate

2018-2021

INSTITUTE OF BUSINESS MANAGEMENT

Karachi, Pakistan

Bachelor of Business Administration

2011-2015

- IoBM Undergraduate Scholarship 2014-15
- Student Leadership: Director Public Speaking and Entrepreneurship Club

EXPERIENCE

GLAXOSMITHKLINE

Karachi, Pakistan

Multi-Channel Engagement and Business Development Manager

2017-2018

- Increased GSK's customer digital engagements from 100k to 1.9mn within 10 months, highest in company's history, helping GSK win the MENA-CIS Multi-Channel Excellence Share of Voice Award
- Worked directly with GSK's Leadership Team as part of a Developmental Project in Business Development to analyze 800 different molecules and prepare a global proposal for new launches worth \$5bn
- Managed the conceptualization, development, and complete launch of GSK's first ever Augmented Reality campaign for £3bn brand
- Trained over 550 employees, including GSK outsourced teams, on Multi-Channel Selling and Consent Collection resulting in an additional 20k customer consents
- Worked closely with GSK's Global Legal and Digital Governance Team to secure approvals for GSK's first ever Facebook Page allowing GSK to run more targeted patient disease awareness campaigns
- Onboarded the GSK Training Team to convert trainings through Online Video Modules to reduce field training time
- Increased GSK's customer database by 16% through strategizing key partnerships with medical associations across the country

Future Leaders Program – Marketing and Sales

Karachi/Lahore, Pakistan

Rotations (CTC, Marketing, Sales, HR, and Manufacturing)

2015-2017

- Developed a Distribution Optimization model for 62 Distributors nationwide that improved distribution efficiency by 25% and helped set up new distribution outposts
- Digitized the Distributor Tracking System by providing online visibility of all 90 Trade and Institutional distributors, while also overseeing the negotiation and compilation of distributor contracts
- Facilitated GSK's Integration with Novartis by finalizing distributor to process a £2bn deal tender
- Initiated and conducted multiple workshops on Microsoft Office for the Lahore Field Force to improve their productivity and technical proficiency, in addition to making over 1,000 customer visits to gather competitive intelligence

DRIVER ONLINE (Non-Profit)

Karachi, Pakistan

Founder and CEO

2013-2018

- Incubated at the IBA CED Accelerator Program and helped secure free-of-charge employment for 24 individuals

ADDITIONAL INFORMATION

- **Community Involvement:** The Citizen's Foundation Schools (Mentor, Trainer, and Coordinator), World Wildlife Fund (Volunteer), Creator of free Udemmy course with 2,000 students from 93 countries
- **Interests:** Online Learning (over 70 courses completed), History and Politics, Debating/Model United Nations, Public Speaking (Toastmasters), Reading, Cricket, Boxing
- **Languages:** Urdu/Punjabi (Native), Spanish (Basic)