



YASIN JOYIA

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Objective

To contribute towards the progress of the nation both locally and internationally. To utilize my strong leadership and development skills in delivering the goods & services through an improved economy, better image of the country and an increase in the foreign exchange earnings.

Professional Qualification

- Master of Business Administration(MBA) 1990 Adamson University, Philippines
- Bachelor of Commerce (B.Com) 1988 University of Punjab, Lahore, Pak
- Diploma in Commerce (D.Com) 1985 Govt. Commercial College, Pak
- Certificate in Commerce (C.Com) 1984 Govt. Commercial College, Pak
- Matriculation 1982 Govt. High School, Gujranwala, Pak

Association Offices Held

- **Vice President**, Graduate School Student Association, **Adamson University, Philippines**
- **Vice Chairman** Pak Scandinavian Friendship Society
- **Member** Lahore Chamber of Commerce & Industry
- **Member** Advertising and Marketing Association of Pakistan
- **Member** Pakistan Institute of Management
- **President** Young Asia Club
- **Member** Press Club Lahore
- **Member** Managing Committee Red Crescent, Punjab
- **Member** Pakistan Out Door Association
- **Member** Task Force Punjab Police

Training/Seminars

- **Chiang Mai, Thailand** International Media Conference in Dec, 1999
- **Colombo Sri Lanka** National Sales Conference Nov, 1998
- **PC Lahore** Symposium on Public relation 1996
- **FEATI University** Value Analysis, Value Engineering 1990
- **ISO 9000**, chamber of commerce and industry Lahore 1998
- **Sri Lanka** International Media Conference 2001

Professional Experience

- 1991-1997 **Network Television Marketing (NTM) General Manager** (Marketing)
 - Worked to implement the feasibility of a new terrestrial Channel to a successful launch in the province of Punjab.
 - Hiring and training of Staff in 5 stations of Punjab, namely Lahore, Gujranwala, Faisalabad, Multan & Bahawalpur.
 - Implemented the policies given by the CEO in the region and achieving targets while maintaining a reporting system within the organization.
 - Executing Marketing, Technical, Accounting and Government of Pakistan policies in the region.
 - Received highest achievement award in all areas.
 - Launched for the first time Electronic Media Classified Ads in Pakistan.
- 1997-1999 **Young Asia Television, (Sri Lanka) Country Head**
 - Reporting Directly to CEO in Sri Lanka.
 - Develop Satellite Channel feasibility in Pakistan.
 - Bring all multinational on Board.
 - Looking after Channel policies on National Level
 - Maintain a reporting system within a country.
 - Organized International Media Conference in PC Lahore.
 - Liaison with Government Ministries and Bodies.
 - Arranging Meetings of CEO with local authorities.
- 1999-2001 **Weekend World (PTV World), Pakistan Regional General Manager**
 - Launched Pakistan's first satellite channel by the name of PTV World.
 - Implementing and executing policies given by MD
 - Looking after Marketing and Operations affairs of the channel.
 - Maintain online reporting system in the channel.
 - Meeting deadlines and targets given by the MD.
 - Arranging corporate heads meetings.
 - Implementation of policies.
 - Attended International Media Conference Chang Mai, Thailand.
- 2002-2005 **World Call Multimedia Limited, Pakistan Chief Operating Officer**
 - World Call Internet Solution
 - World Call Dot Com
 - World Call Communication (Hello Card)
 - Mega East Dot Com
 - Mega Magic (Pvt) Ltd
 - Reporting directly to the Chairman Late Mr. Salman Taseer.
 - Looking after operational and financial affairs of 4 major companies of the group.
 - Achieving targets given by the Chairman and executing his vision.
 - Implementing group policies & Hiring of new staff.
 - Dealing with PEMRA, media groups, cable operators, WAPDA and advertising agencies.
 - Maintaining reporting system and supervising offices in 18 different districts.
 - Dealing with local and international vendors for procurement.
 - Contributed in the success of the group to become one of the leading telecom companies in Pakistan.

- 2005-2006 **Southern Networks Limited Chief Operating Officer**
 - Direct reporting to the CEO/Chairman.
 - Successful launch of MMDS in Pakistan.
 - Liaison with Government bodies and Ministries.
 - Setting targets for the regional heads.
 - Implementation of the Organizational Vision.
 - Dealing with local and multinational clients.
 - Heading procurement team.
 - Signing of Joint Ventures with International vendors.
 - Development of reporting system within the organization.
 - Hiring of senior managers.

- 2006 till to date **Asian Media Group, Chief Executive Officer**
 - Asian Media Networks (AMN)
 - Asian Trading Co. (Pvt) Limited
 - Al-Noor Media (Pvt) Limited
 - Heading three companies.

Special Achievements

- Quaid-i-Azam Gold Medalist
- Gold Medalist Dist administration Lahore Govt. of Punjab
- Shield Flora Festival Punjab
- Shield Career Institute Lahore
- Shield Kite Flying Association
- Shield Walk on Environment Day
- Shield-Best marketing Award PTV World
- Shield- Millennium Achievement award
- Sitara-e-Noorjahan Family Federation for world Peace
Recommended for Pride of Performance

Countries Visited

- France,
- Germany
- Belgium
- Netherlands
- Spain
- Luxemburg
- Japan
- Sweden
- Denmark
- South Korea
- Saudi Arabia
- Egypt
- India
- Sri Lanka
- Thailand
- Maldives
- Philippines
- Malaysia

- Qatar
- Bahrain
- Dubai (United Arab Emirates)
- Iraq
- Switzerland
- Italy
- Poland
- Iran
- Turkey

Special Skills

- Leadership Quality
- Computer Literacy
- Writing Articles for leading Newspapers
- Strong Public Relations
- Media Contacts in all over the World
- Fluency in spoken and written English

Personal Data

- **Father's name** Muhammad Zulqurnain
- **Res Address** 794-G-IV, Johar Town, Lahore, Pakistan
- **Res Phone** +92 42 35312954
- **Cell Phone** +92 300 8419208
- **Date of Birth** 5th May 1967
- **Citizenship** Pakistani
- **Civil Status** Married
- **Passport #** AA 8192483
- **CNIC #** 35202-2628248-9