



## **Mohsin Sarwar**

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### **Objective:**

To be a successful team player with hard work, dedication and integrity to gain most of the practical knowledge by working in a progressive organization to enhance intrapersonal, managerial, sales , technical and organizational skills to add value to the organization.

### **Summary:**

Creative, Proactive and achievement-driven qualified professional with strong work ethics, effective leadership capabilities and an aptitude for effective implementation and execution in achieving the best against any assigned task.

Dynamic Professional with over Twenty two years of extensive exposure Sales and for managing Media Transmission of multiple PEMRA Licensed **Satellite Based TV channels** at a time and System design, implementation and uplink of **DVBS/S2 and DVBC Digital Head end Systems, IPTV and Broadband Including DVB Compression, CAS/SMS, Playout Servers, Wired and wireless Networking, Handling Pre-Sales and Post-Sales Technical Queries etc.**

### **Experience**

#### **WHITE Silver Trading CO W.L.L, Kingdom of BAHRAIN**

**1<sup>st</sup> May 2022 – To Date Sales Manager**

- Responsible for meeting the sales Targets of the Organization Through effective Planning and budgeting. Communicating organizational objectives to every team member for the effective and timely driven growth.
- Monitor the monthly and periodic performance of the team and sales of the organization.
- Work on different strategies and techniques necessary for achieving the sales targets and assure the team work environment in the organization.
- Generate sales leads for the Organization by mapping Potential Customers.
- Insure to maintain and improve the relationships with clients
- Motivating and inspiring everyone to do their work

#### **LEO Communications, Lahore, PAKISTAN**

**1<sup>st</sup> July 2019 – 30 Sep 2021 Manager Operations**

- Communicating goals to every team member for the effective and timely driven growth
- Motivating and inspiring everyone to do their work
- Work within a busy office environment, and support office teams in order to ensure the smooth running of day-to-day activities
- Negotiate requirements with the clients, cost estimation, Schedule project flow and ensure in time yet 100% delivery as committed.
- Key Role to install and manage satellite Tv uplink for different satellite C-Band Frequency.

## **Experience**

**LEO Broadband, Lahore, PAKISTAN**

**1<sup>st</sup> August 2012 – June 2019**

**Project Head/HOD**

- Successfully launched, Marketed and managed IP based Digital Head end Solution (OEM Brand) along with **Simulcrypt CAS** and Customized Set Top Boxes in the Pakistan Market.
- Furnishing Regular consultation to the Sales Team and the client throughout the sales life cycle (Pre-sales, Post Sales and after Sales Support)
- Build credibility, establish rapport, and maintain communication with Clients at multiple levels.
- Negotiate requirements with the clients, cost estimation, Schedule project flow and ensure in time yet 100% delivery as committed.
- Coordinating with the top management and the sales team to bring up effective business plan, sales strategy and after sales support policy.
- Coordination with the **PEMRA** management for bearing of NOC regarding Uplink Equipment
- Coordination with the **PEMRA** management for documentation/obtaining the Satellite based TV Channels License.
- Coordination with the **PAKSAT** and **ASIASAT 7** team for link budgeting,, SNR Ratio, Carrier Margin etc.
- Responsible for researching and procuring the leaded HW Equipment or the technology from the international vendors like Crypto Guard, Dexin, Coship, CreaNova, Unionman, Justek, Ateme, Thomson, Tanburg,, Paradise , Codan , Newtech and equipment validation and costing etc
- Conducting meetings, organizing Seminars and holding workshops in (KLI) with the nationwide Cable Operators to update and trained them about Digital Head end Technology
- Recommending the optimum Set Top Box to the clients adhering their t parameters.
- Excellent working experience in Configuration, Installation, Integration, Troubleshooting and Maintenance with all major DVB-C & DVB-S/S2 equipment.
- Excellent working experience in handling the simulcrypt Conditional Access system & Subscriber Management Systems
- Installed and manage the Uplink and Encryption System for PEMRA Authorized DVB-S2 Satellite Channels namely **Filmazia, Filmworld, ARUJ, AXN, Cinmachi kids & FILMAX** along with Simulcrypt CAS/SMS (Crypt Guard ) along with Customized DVBS2 Mpeg-4 Coship STB
- Install and configure the DVB-C Digital Head end at multiple client side like Magic Broadband (Pvt) Ltd Lahore, Satellite Linkers Sialkot, Nuevo Albab Creators Sialkot, Shan Cable Network Rawalpindi, JVC Network Jhelum along with Crypto Guard CAS/SMS and Integrate with DVB-C HD STB.

**LEO Communications, Lahore, PAKISTAN (Satellite TV Channels: FILMAZIA, FILMAX & FILMWORLD)**

**1<sup>st</sup> August 2005 – July 2012**

**Manager I.T & Transmission**

- Administration of all Network, Transmission operations and Channels Air Time Management.
- Dealing with different Teleport Operators like Thaicom, Paksat, Netsat and Globecast (Hongkong) Management for smooth operations and troubleshooting of above mentioned Satellite Channels
- Responsible for **Quarterly based FPC, On Air Content Requisitions and On Air Content Analysis.**
- Responsible for **Concept Deviation, Daily content Queue Sheet and smooth execution of Commercials at their time place with the help of CTS.**
- Responsible for Smooth Transmission schedule and Playlist for **FILMAZIA & FILMAX.**
- Configuration and hands on experience on the **Play out Servers (Airbox), for graphical interface (Title Box) and on Kramer Switch**
- Data Conversion on multiple formats, **Such as Mpeg2 AVI etc.**
- **Play Out** Servers Installation along with integration of other relevant devices
- Configured IPSEC VPN tunnels between PIX endpoint devices using IKE Pre-shared keys, 3DES and MD5 algorithm in ESP Tunnel Mode.
- Applied both In-bound and Out-bound access-lists on PIX Firewalls as well as static, conduit statements and created NAT pools for private IP addresses
- Implemented traffic filters using Standard and Extended access-lists, Distribute-Lists, and Route Maps.
- Implementation of HSRP, DHCP, DNS, FTP, TFTP, MRTG

**LEO Broadband, Lahore, PAKISTAN** (Authorized Distributor of **Motorola Broadband** in Pakistan)  
**15<sup>th</sup> Nov 2003 – July 2005** **Wireless/Network Engineer**

- Administration of Network operations.
- Designing, Installing Configuring Wireless Access Point Hot Spots on multiple locations
- RF Planning, Design and commissioning of Wireless broadband Cell Sites using different Vendor Broadband Equipment and implantation along with **802.11b/g** Standards.
- IP address Planning for Wireless Cell Sites for PTP and PTMP.
- Overall Monitoring of Network System by using Motorola NMS.
- Troubleshooting and support for customer and provide different solution if needed
- Experience of Cisco Routers Cisco 2500, 2600, 3600, 4000, 7000 Series Routers
- Experience of VLAN implementation, spanning tree algorithm and 802.1 standards
- Experience of Routing protocols RIP, IGRP and OSPF

**SKYCOM (Pvt.) Ltd. Lahore, PAKISTAN**  
**1<sup>st</sup> May 2003 – 31<sup>st</sup> October 2003** **Network/System Administrator**

- Administration of System and Network operations.
- Internal LAN Setup (10/100Mbps Ethernet) with a capacity of 50+ clients.
- Administration, Configuration & monitoring of Router (Cisco 3600), Switch (Cisco 2900), Wireless LAN, Radio links, Bandwidth Manager (Packet Shaper 2500).
- Implementing Policies for Bandwidth Management on Packeteer PacketShaper 2500.
- Implementation of wireless LAN using Cisco Aironet Wireless Bridge to Provide Connectivity between Remote offices.
- Installation and configuration of Radio Modems (P-Com Air link, Western Multiplex).
- Migration of DNS, Mail Server to Red Hat Linux.
- Installation & configuration of Primary and Secondary DNS, IIS 5.0, NAT + Proxy for local LAN on Windows 2000 Advanced server Platform.
- Installing, Configuring & Administration of WEB Server, Ftp Server, Mail Server, Proxy Server (Squid) to act as Cache Server.
- Installing, Configuring & Administration of MRTG for Data Monitoring.

**PERAWA System, Lahore.**  
**1<sup>st</sup> April 2002 – 30<sup>th</sup> April 2003** **Network Administrator**

- Dealing with TEVTA authority.
- Responsible for establishment of Computerized Labs more than 60 Colleges all over the Punjab, including:
  - Network setup (10/100Mbps Ethernet) with a capacity of 100+ clients.
  - Installation & Administration of a Hybrid LAB environment (W2K, NT 4.0, Win9x).
  - Installed Windows 2000 Server to act as Domain Server along with additional domain controller, Firewall, Proxy (ISA) & Exchange Server
  - Planned & implemented centralized printing system using windows 2000.
  - DNS & DHCP Implementation & Administration (Windows 2000).
  - Installing, Configuring & Administration of NAT + Proxy for local LAN of the Institutes (Windows 2000 & ISA Server 2000).
- Conduct Network training workshop for college computer staff (all over of the Punjab).

**SKYCOM (Pvt.) Ltd**  
**1<sup>st</sup> Sep. 2001 – 25<sup>th</sup> Feb. 2002** **Network Associates**

- Monitoring WAN links
- Network setup (10/100Mbps Ethernet).
- Installation of Windows 2000 Server to act as a Firewall
- Handling FTP Server

## **Education**

Al-Khair University

2002

***Bachelor of Information Technology*** (B.I.T)

## **Trainings & Certifications**

Cisco Certified Network Associate (CCNA 4)

Microsoft Certified System Engineer (MCSE Windows NT)

Microsoft Certified System Engineer (MCSE Windows Accelerated Exam)

Microsoft Certified Professional (MCP)

ISP Setup on Red Hat Linux 7.2 from National Engineering Training Services (NETS)

Motorola Wireless Canopy Training

Advanced Diploma In Network Engineering from NETS (ADNE-I)

Advanced Diploma In Network Engineering from NETS (ADNE-II)