

# Masood Ur Rehman CSCP, CPIM, CLTD, PMP

General Manager | Plant Head | Factory Operations Leader | Manufacturing, Supply Chain & Procurement Executive

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## PROFILE SUMMARY

Manufacturing and Factory Operations Executive with 18+ years of progressive leadership experience in end-to-end plant operations, production systems, maintenance management, engineering functions, and industrial manufacturing environments across Pakistan's leading electronics, consumer appliances, FMCG, and industrial sectors. Proven track record of full factory ownership, including production planning, plant commissioning, workforce management, maintenance systems, quality control, infrastructure development, and operational excellence across high-volume manufacturing environments.

Experienced in leading manufacturing operations with accountability for production, engineering, maintenance, quality, supply chain, procurement, capital projects, and plant profitability. Demonstrated success in driving operational performance, manufacturing scalability, cross-functional alignment, and sustainable business growth through data-driven decision-making and disciplined execution. Proven ability to manage multi-million-dollar CAPEX programs, manufacturing turnarounds, operational restructuring, and large-scale workforce leadership across complex industrial environments.

Recognized for delivering operational turnarounds, capacity expansion, and plant modernization programs, improving productivity, reducing downtime, and achieving consistent output through KPI-driven manufacturing systems including OEE, yield, throughput, and scrap reduction. Strong expertise in greenfield plant setup, CKD/SKD manufacturing, industrial utilities, factory scaling, and end-to-end supply chain coordination to enhance operational efficiency and business performance.

Engineering and MBA-qualified professional with globally recognized certifications including PMP, CSCP, CPIM, and CLTD.

## KEY ACHIEVEMENTS

- Commissioned and scaled 7 manufacturing plants under OEM standards including Samsung, Mitsubishi, and Orient.
- Spearheaded engineering teams for CKD/SKD production line installation and technology transfer execution.
- Increased production output by 35% through Lean manufacturing, process optimization, and workforce productivity.
- Achieved <0.1% defect rate by implementing structured quality control and process discipline across production lines.
- Delivered \$5M+ cost savings through localization, procurement efficiency, and manufacturing optimization initiatives.
- Reduced manufacturing cycle time by 25% using ERP-based planning and shopfloor workflow improvements.
- Executed major infrastructure upgrades including warehouse expansion (40K+ SQF) and power system enhancements.

## SKILLS

**Business, Entrepreneurship, Strategy, Commercial & Leadership:** Business Strategy & Entrepreneurship | Market Intelligence & Customer Strategy | Strategic Leadership | Strategic Planning & Value Creation | Financial Leadership | Commercial & Contract Management | Cost & Value Management | Executive Leadership | Organizational Development & Talent Leadership | Communication & Interpersonal Excellence | Governance, Compliance & Risk | Change & Culture Leadership | Business Turnaround | Operational Excellence | Cross-Functional Leadership | Stakeholder Management

**Supply Chain, Procurement & Operational Excellence:** Strategic Sourcing & Procurement | Procurement Risk & Governance | End-to-End Supply Chain Management | Supply Chain Planning | Planning & IBP | Inventory & Working Capital | Inventory Management | Logistics & Distribution | Warehousing | Global Trade | Reverse Logistics | Risk & Resilience | Operations Management | Category Management | Supplier Relationship Management (SRM) | Demand Planning | Sales & Operations Planning (S&OP) | Supplier Development | Vendor Management

**Manufacturing, Engineering & Plant Operations:** Manufacturing Excellence | Industrial Engineering | Production Planning & Execution | Plant Operations | Factory Management | Plant Commissioning | Maintenance Management | Lean Manufacturing | Continuous Improvement | Overall Equipment Effectiveness (OEE) | TPM | RCA | Quality Management | Capacity Planning | Production Systems | Operational Excellence | CKD/SKD Manufacturing | Infrastructure & Utilities Management | P&L Management | Budget Management | Cost Control | Operational KPI Management | Productivity Improvement

**Portfolio, Program, Project & Transformation Leadership:** Business Analysis | Program & Portfolio Leadership | Project Controls | Project Management | Stakeholder & Change Leadership | Business Transformation | Digital Transformation | Enterprise

Transformation | PMO Governance | Organizational Change Management | Process Improvement | Process Automation | CAPEX Project Management

**Systems, Analytics, Programming & Technologies:** AI, Analytics & Automation | Data & Analytics | Digital Supply Chain | Digital Business Models | Digital Marketing | E-Commerce | Marketplace Operations | SAP S/4HANA | SAP MM | SAP PP | Oracle Procurement | Oracle ASCP | MS Project | Primavera P6 | Jira | Confluence | Asana | Monday.com | Excel | Power BI | Tableau | Looker Studio | Python | SQL | R | VBA | Google Apps Script | ISO 9001 | ISO 14001 | ISO 45001 | R2V3 | RIOS | GMP | UL | IEC | JIS | EIA

## EXPERIENCE

### Head of Purchasing (Senior Level III)

Aug 2023 – Present

Nexrise Commerce LLC DBA Device Giant | <https://devicegiant.com/>

(Remote) Texas, USA

Leading consumer electronics refurbishment and circular economy enterprise operating across the USA, China, and UAE.

Directed sourcing, procurement, auction bidding, reverse logistics, and supply chain optimization initiatives supporting growth.

- Spearheaded global strategic sourcing and supplier development across USA and China, increasing purchasing volume 73%.
- Transformed procurement operations through automation and analytics, reducing sourcing cycle times 25%.
- Improved profitability 5% through supplier negotiations, category strategies, and global vendor optimization.
- Enhanced working capital 25% using forecasting, spend analytics, financial modeling, and cost controls.
- Orchestrated cross-border supply chain, logistics, and reverse logistics operations supporting circular economy growth.
- Developed market intelligence, pricing analytics, and KPI dashboards enabling faster sourcing decisions.
- Managed end-to-end bidding, RFP, RFQ, and tender processes, strengthening supplier selection outcomes.
- Optimized procurement governance through lifecycle management, traceability, compliance, and operational controls.
- Strengthened returns, claims, RMA, and supplier dispute management, elevating recovery performance.
- Drove digital transformation, workflow automation, inventory governance, and e-commerce platform optimization.

### General Manager Factory Operations

Oct 2022 – Aug 2023

Golden Girl Cosmetics PVT LTD | <https://goldengirlcosmetics.com/>

Lahore, PK

Manufacturer of personal care products ("Soft Touch" brand). Orchestrated full factory operations across 25 departments, managing 275+ workforce and 5+ Contractors.

- ◆ Achieved 2x increase in capacity through facility expansion, process optimization, and infrastructure upgrades.
- ◆ Guided development of 40K+ SQF warehouse infrastructure (PKR 80M+), enhancing inventory flow and throughput
- ◆ Reengineered plant layouts and workflows using Lean manufacturing and time-motion analysis techniques
- ◆ Deployed automation and CMMS systems improving operational efficiency, preventive maintenance, and downtime control

### Head of Factory

Jan 2022– Oct 2022

Amber Capacitor Limited | <https://ambercaps.com/>

Lahore, PK

ISO 9001:2015 certified capacitor manufacturer producing 70,000 units/day for local & export OEMs. Orchestrated 300+ workforce across production, maintenance, quality, and supply chain.

- Maximized production output 35% through process optimization and manufacturing workflow improvements.
- Reduced delivery lead times 20% using planning and enhanced production-coordination systems organization-wide
- Cut procurement costs 10% through strategic supplier management and sourcing-optimization initiatives organization-wide
- Boosted inventory control, KPIs, SOP standardization, and workforce productivity across manufacturing operations.
- Orchestrated warehouse expansion and infrastructure-upgrade projects supporting operational scalability and continuity

### General Manager Samsung Factory Operations

Aug 2014 – Jan 2022

MRM Traders |RNR Industries–Samsung Electronics | <https://mrmtraders.com/>

Karachi, PK

Manufacturer & distributor for Samsung, LG, and Yamaha (LED TV, AC, WM). Led setup, commissioning, and operations of 4 manufacturing plants. Oversaw 100+ staff plus nationwide service network (7 centers, 50+ workshops).

- Directed setup and scale-up of five Samsung manufacturing plants across multiple appliance manufacturing ecosystem
- Achieved defect rates below 0.1% through Samsung-aligned quality systems and control frameworks organization-wide
- Realized PKR 150M+ savings through localization, strategic sourcing, and optimized project-execution initiatives successfully
- Lowered logistics costs 15% through supply-chain optimization and transportation-contract negotiation organization-wide
- Orchestrated major CAPEX, clean-room, and infrastructure-development projects supporting manufacturing scalability
- Established after-sales operations achieving 99% customer satisfaction and reduced complaint-resolution turnaround
- Built high-performance operational and technical teams via workforce development and capability enhancement initiatives.

## Senior Deputy Manager

Feb 2010 – Aug 2014

Orient Electronics PVT LTD | <https://orient.com.pk/>

Lahore, PK

Samsung & Mitsubishi partner manufacturer (600+ staff). Governed multi-site manufacturing, service operations, and supply chain,

overseeing 300+ staff, 15+ service centers, and 500+ contractors across multi-site production, after-sales service, and technical functions, while coordinating HQ, RHQ & nationwide supply chain, forecasting, and distribution across Pakistan

- ◆ Realized \$5M+ operational savings through supply-chain optimization and after-sales service-improvement initiatives
- ◆ Strengthened productivity 20% and lowered supply-chain lead times 20% through operational coordination improvements
- ◆ Maximized customer satisfaction from 70% to 95% while reducing turnaround times significantly organization-wide
- ◆ Administered nationwide after-sales activities including seven CSPs, fifteen service centers, and 120+ workshops nationwide
- ◆ Governed SAP ERP ECC 6.0 implementation across operational, purchasing, inventory, and customer-service functions
- ◆ Coordinated international engineering teams during CKD/SKD manufacturing-line setup and commissioning projects
- ◆ Supervised Lean, Kaizen, and Six-Sigma initiatives enhancing operational efficiency and process stability organization-wide

## Maintenance Engineer Manufacturing (Refrigerator, RAC, MWO Plants)

Oct 2008 – Feb 2010

Pak Elektron Limited (PEL – LG) | <https://pel.com.pk/>

Lahore, PK

ISO-certified electronics manufacturer and strategic alliance partner of LG Electronics. Supported refrigerator and RAC manufacturing environment, supervising a team of 100+ engineers, technicians, and electricians.

- Sustained equipment uptime above 99% through preventive and predictive maintenance programs.
- Minimized mechanical and electrical failures using RCA and reliability-engineering improvement methodologies.
- Doubled manufacturing capacity through installation of advanced refrigeration assembly and testing systems successfully.
- Managed factory power infrastructure and generator systems ensuring uninterrupted manufacturing operations.

## EDUCATION

MBA (Master of Business Administration)

2013

Institute of Business Administration (IBA), University of the Punjab

Lahore-PK

B.Sc. Electrical & Electronics Engineering

2008

University of Engineering & Technology (UET)

Lahore-PK

## LICENSE, CERTIFICATIONS

CSCP, CPIM, CLTD — APICS/ASCM, USA | PMP — PMI, USA | CSSGB — NED Pakistan

## HONORS AND AWARDS

- Four Samsung MD/Distributor CEO Appreciation Awards for factory setup and operational excellence (2014–2018)
- Kaizen Blitz Award from PEL for process improvement and operational excellence 2009

## PROJECTS

- **Guided design** and implementation of procurement analytics platform for real-time decision-making, 2025
- **Engineered automation system** integrating bid management with upstream and downstream marketplaces, 2024.
- **Designed and Operated master data management** module for model, capacity, grade, and carrier mapping, 2024.
- **Increased capacities** by 2X with two new warehouses 15K SQF and 25K SQF, in 80M PKR at GGC, 2023.
- **Upgraded** electrical infrastructure from 300 KVA to 800 KVA, securing reliable power supply at GGC, 2023.
- **Drove construction and layout of warehouse** storing 100 million capacitors, fine-tuning inventory management, 2022.
- **Oversaw Samsung LCM Clean Room Plant** (Cap: 300/d), purchasing and setup, saving 70M PKR, 2021.
- **Orchestrated Samsung W/M Plant** (Cap: 150/d), acquiring, fabrication, and setup, saving 2M PKR at, 2020.
- **Administered Samsung Air Conditioner Plant** (Cap: 300/d), buying, setup and execution, saving 30M PKR, 2018.
- **Headed Samsung LED Plant** (Cap: 300/d), buying, fabrication, setup, and functional execution, saving 50M PKR 2017.
- **Implemented SAP ERP 6.0** across PM, PP, CSD, Purchasing, Inventory, and Customer Service modules at Orient, 2011.
- **Drove CKD/SKD AC & TV production setup** for electronics brands, expanding product range and capacity at 2010.
- **Spearheaded electrical design, and installation** of refrigeration line, doubling production, 2009.