

Shafqat Jilani

Business Consultant | Corporate Trainer | Digital Strategist | Entrepreneur
Founder & CEO of IKTAR, TekSof, and AVORA

☎ +92 321 783 5515 | ✉ info@IKTAR.org | 🌐 IKTAR.org |
LinkedIn: <https://www.linkedin.com/in/shafqatjilani/>

Executive Summary

Dynamic and results-driven **business consultant, trainer, and digital strategist** with over a decade of experience in **organizational development, corporate training, digital marketing, and entrepreneurship**. Founder of three successful ventures — IKTAR (consulting & training), TekSof (digital development & marketing agency), and AVORA (e-commerce).

Recognized for driving **transformational growth**, building **scalable business models**, and delivering **research-backed solutions** that help organizations achieve operational excellence. Adept at bridging the gap between **business strategy and execution** across diverse industries including **consulting, healthcare, education, IT, e-commerce, and professional services**.

Known for a **client-centric approach**, I have trained, coached, and consulted with business leaders, startups, and SMEs across Pakistan, USA, Europe, and the Middle East.

Core Competencies

- **Business Consulting & Strategy:** Organizational design, performance management, business transformation, growth roadmaps.
 - **Corporate Training & Coaching:** Leadership, HR, AI adoption in business, communication, productivity, and team development.
 - **Digital Strategy & Marketing:** Social media management, SEO, paid advertising, content strategy, brand building.
 - **Entrepreneurship & Startups:** Business model design, go-to-market strategy, growth consulting for SMEs & startups.
 - **Research & Thought Leadership:** Industry insights, whitepapers, newsletters, knowledge-based campaigns.
 - **Cross-Cultural Business Engagement:** Experience with Pakistani, US, European, and GCC markets.
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Professional Experience

Founder & CEO – IKTAR

(Management Consulting & Corporate Training Company – Pakistan & International)

2000 – Present

- Designed and delivered **corporate training programs** for Fortune 500 companies, SMEs, NGOs, and public sector organizations in **leadership, HR, strategy, and digital transformation**.
- Spearheaded **consulting and advisory projects** across diverse industries, providing **growth strategies, organizational restructuring, and business model innovation**.
- Developed and implemented **business transformation frameworks** that consistently improved **productivity, efficiency, profitability, and employee engagement**.
- Introduced **AI Training Programs** in partnership with the **Management Association of Pakistan**, equipping **CEOs, entrepreneurs, and consultants** with practical skills in **AI integration, workflow automation, and prompt engineering**.
- Published **Quantum Edge for HR Managers: 365 Game-Changing HR Strategies for Organizational Excellence (2025)**, along with four other professional books establishing thought leadership in HR strategy and organizational excellence.
- Built a **global reputation for research-driven, result-oriented consulting solutions**, combining **academic insights with real-world business applications**.
- Regularly featured as a **speaker, panelist, and trainer** at international conferences, business forums, and executive education programs.

Founder & CEO – TekSof

(Digital Development & Marketing Agency – USA & Europe focus)

2000 – Present

- Scaled TekSof into a **global digital agency** serving clients across the USA and Europe, specializing in **end-to-end digital marketing, SEO, social media, and website development**.
- Designed **data-driven marketing strategies** for high-demand industries such as healthcare, real estate, fitness, beauty, and veterinary services, delivering measurable business outcomes.
- Delivered **30+ campaign frameworks** for social media marketing, website design, eCommerce, and branding, consistently achieving strong ROI and client retention.
- Introduced **AI-powered marketing automation, analytics dashboards, and workflow solutions** to help businesses modernize and scale efficiently.
- Positioned TekSof as a **business growth partner**, enabling clients to **attract leads, optimize conversions, and build long-term digital authority**.

- Spearheaded **thought leadership initiatives**, including research-backed blogs, case studies, and LinkedIn campaigns to strengthen client brands in competitive markets.
 - Provided **consulting on digital transformation**, empowering SMEs and professional firms to adopt the latest tools in **marketing automation, CRM integration, and AI-driven customer engagement**.
 - Built a diverse **remote-first team of digital strategists, designers, and marketers**, ensuring agile project delivery for global clients.
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Founder – AVORA

(Shopify-based E-commerce Store – Pakistan)

2018 – Present

- Launched and scaled an online store catering to the **Pakistani lifestyle market**, featuring household, tech, mobile, and fashion products.
 - Achieved consistent **sales growth through digital campaigns** and customer-centric strategies.
 - Leveraged **market insights** to adapt product offerings and optimize customer satisfaction.
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Independent Consultant & Trainer

(LinkedIn | Upwork | International Projects)

Ongoing

- Provided **management consulting and business coaching** to entrepreneurs, startups, and established organizations across multiple industries.
- Designed and delivered **corporate training programs** on leadership, sales excellence, customer care, productivity, and digital transformation.
- Conducted **executive coaching sessions** for business leaders to enhance decision-making, innovation, and growth strategies.
- Delivered **research-backed LinkedIn newsletters and industry insights** for global B2B clients, building brand credibility and visibility.
- Developed and facilitated **AI awareness & digital adoption workshops** for SMEs, business leaders, and professionals.
- Assisted clients in **building growth strategies, business process optimization, and market expansion plans**.
- Designed and executed **training modules** on soft skills, organizational culture, and performance improvement for corporate teams.

- Supported professionals and companies in **thought leadership content creation, digital visibility campaigns, and brand positioning.**
 - Partnered with international organizations to deliver **customized consulting projects and training interventions** across South Asia, the Middle East, and global markets.
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Education

- **M.Com. [Marketing]** (*The University of Punjab 1988-1990*)
- University Graduation in Commerce, Specialization in Marketing
- **MSC – Applied Psychology** (*Virtual University of Pakistan 2014-2017*)

Certifications:

- **IDP - Sales Skills Training - Abu Dhabi** *Eli Lilly – USA, 1992*
 - **Skills Development Program** *Eli Lilly – USA, 1994*
 - **Certified Master Trainer's Training** *Futures Group UK, 1996*
 - **Media Training Key Social Marketing** – *ISB, 1996*
 - **Winning with Quality - Course on 'ISO-9000'**
 - **ISO International Certification Inc.** – *KHI, 1997*
 - **Achieving Excellence Through Sales & Customer Care - Dubai** (*Dale Carnegie Trainings – UK, 2003*)
 - **Certified Productivity Professional** (*APO – Japan, since 2016*)
 - **Digital Marketing Specialization** – *Coursera, University of Illinois (2021)*
 - **Certified Social Media Marketing Professional (CSMMP)** – *HubSpot Academy (2022)*
 - **AI for Business Leaders** – *MIT Sloan School of Management (2023)*
 - **Strategic Leadership & Management** – *University of Michigan, Coursera (2022)*
 - **Change Management Practitioner** – *Prosci Institute (2022)*
 - **Design Thinking for Innovation** – *Stanford d.school (2021)*
 - **Data-Driven Decision Making & Analytics** – *Wharton Online (2023)*
 - **Future of Work & Digital Transformation** – *World Economic Forum (2023)*
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Publications & Speaking

- **The Science of Workplace Happiness: Strategies for a More Joyful and Productive Work Life** (Human Resource Development) @Amazon 2023
- **Gratitude: A Journey to Joy: Cultivating Appreciation and Happiness Every Day (Self Help)** @Amazon 2024

- **Morning Routines for Success: Unlock Your Full Potential Every Day (Self Help)** @Amazon 2024
 - **Quantum Edge for HR Managers: 365 Game-Changing HR Strategies for Organizational Excellence.** @Amazon 2025
 - ***‘Thorn of Population, the right time to pull’, a research article on increasing Pakistani population an ODA publication***
 - Futures Group, USA, 1995
 - ***‘TOT of Futures Trainers’, Co-Author***
 - ***More than 20 Training Manuals on Management, Communication, Marketing, HR Development, Quality & Self Development, ©Shafqat Jilani***
 - Future Group USA, 1998
 - ***‘Foresight’, exploratory thoughts on the future of business***
 - ***‘How do Leaders Manage Customer Satisfaction’ a Descriptive Research***
 - ***Doing Research and Writing as a professional writer for various international projects for more than ten years***
 - **Speaking Engagements:** Delivered keynote speeches and workshops on **AI in business, digital transformation, and leadership development.**
 - **Thought Leadership:** Regular contributor on **LinkedIn, Upwork, and global consulting forums.**
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Key Achievements

- Successfully **trained and coached 1,000+ professionals** across industries.
 - Helped multiple SMEs achieve **20–40% business growth** through strategy consulting.
 - Executed digital campaigns with **viral reach and measurable ROI** for international clients.
 - Established **three sustainable businesses** serving diverse markets and industries.
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Professional Affiliations

Professional Affiliations & Memberships

- **Member – Marketing Association of Pakistan (MAP)**
- **Member – Lahore Chamber of Commerce & Industry (LCCI)**
- **Member – Pakistan Software Export Board (PSEB) Network**
- **Member – Pakistan Advertisers Society (PAS)**

International Affiliations

- **Member – International Coach Federation (ICF)**
- **Member – Chartered Management Institute (CMI), UK**
- **Member – International Association of Facilitators (IAF)**
- **Member – Association for Talent Development (ATD), USA**
- **Member – International Institute of Business Analysis (IIBA), Canada**

Professional Communities & Networks

- **Contributor – Global Consulting & Digital Marketing Forums**
- **Active Participant – LinkedIn Professional Consulting Groups (AI, Digital Transformation, HR Strategy)**
- **Volunteer Mentor – Youth Entrepreneurship & Startup Ecosystem in Pakistan**

Languages

- **English (Fluent)**
 - **Urdu (Native)**
 - **Punjabi (Native)**
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