

# Sanwal Zeb

ICT Industry Specialist  
(Datacenter/Cloud/Fixed-  
line/Digital-VAS/IoT)| B2B  
Product Innovator

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## EDUCATION

- 2014–2018 **MS in Electrical Engineering**, School of Electrical Engineering and Computer Science (SEECS), NUST, Islamabad, Pakistan., Specialization in Telecom & Computer Networks  
CGPA: 3.40/4.00
- 2010–2014 **B.Sc Computer Systems Engineering**, Bahauddin Zakariya University (BZU), Multan, Pakistan., CGPA: 3.53/4.00

## EXPERIENCE

- Sep-2023 - **Assistant Manager Fixed Business (M2M) & Cloud Products & Solutions, B2B, Telenor Pakistan**  
Current

### Key Responsibilities

#### **Proficiently handling coverage solutions of Chinese mega clients**

- Looking after Corporate Product portfolio of M2M, IoT, DIA, DPLC, IPLC.
- Fixed Broadband and Mobile Broadband from business planning to deployment to after sales support for the North region.
- Designing customized solutions as per the customer requirements, developing RFP & Bid responses.
- Launch of Cloud IaaS & SaaS for B2B corporate clients
- End to end understanding of B2B Eco-system
- Stakeholder management
- M2M/IoT Business Products Development & New Business Strategies Formulation
- Product analysis by keeping eye on competitors move in the market.
- Preparation of presentation for management regarding product performance on monthly basis.
- CAPEX/OPEX budget preparation, monitoring, Control & Reporting for fixed business

- Feb-2022 - **Senior Executive ESS Projects, Govt. & Corporate Sales & Services, ZONG CMPaK, Pakistan**  
Sep-2023

### Key Responsibilities

#### **Proficiently handling coverage solutions of Chinese mega clients**

- Looking after Corporate Product portfolio of **Postpaid (2G, 3G, 4G) PRI, SIP, VPBX, DIA, DPLC, IPLC, Bulk SMS, A2P, BVM, GSM, M2M, Commercial Hub, Network Coverage Solutions and IOT.**
- Designing customized solutions as per the customer requirements, developing RFP & Bid responses.
- Corporate client management through client meetings, understanding their technology landscape, designing and proposing solutions.
- Leading the project deployment as per the committed timelines, providing the after sales support to client for maximum customer satisfaction
- Ensure sales processes according to business division policies
- End to end understanding of B2B Eco-system
- Solutions/WLAN/M2M-IoT/Managed Services
- Business cases preparation based on financial analysis.
- Corporate product documentations.
- Coordination with legal and regulatory department for product approvals, campaign launching as per PTA regulation.
- Contract drafting and signing in coordination of legal department.

2019–2021 **Research Assistant**, *CONNECT Center, School of Computer Science & Statistics (SCSS), Trinity College Dublin, Dublin, Ireland., Specialization in Telecom & Computer Networks*  
Research Area: Slicing, Monitoring & Virtualization of Fixed/Access Passive Optical Networks

#### Key Publications

- OFC 2021: Frank Slyne, Sanwal Zeb, Marco Ruffini. **"Stateful DBA Hypervisor Supporting SLAs with Low Latency & High Availability in Shared PON"** *2021 Optical Fiber Communications Conference and Exhibition (OFC), IEEE, 2021.*
- CCNC 2021: Zeb, Sanwal, Arsalan Ahmad, Ashfaq Ahmed, and Andrea Bianco. **"Power Aware Data Center Placement in WDM Optical Networks"** In *2021 IEEE 18th Annual Consumer Communications & Networking Conference (CCNC), pp. 1-6. IEEE, 2021.*
- JoCN 2020: Ruffini, M., Ahmad, A., Zeb, S., Afraz, N., & Slyne, F. (2020). **Virtual DBA: Virtualizing Passive Optical Networks to enable Multi-Service Operation in true Multi-tenant Environments.** *IEEE/OSA Journal of Optical Communications and Networking, 12(4), B63-B73.*
- OFC 2020: Ahmad, Arsalan, Frank Slyne, Sanwal Zeb, Abdul Wahab, Rana Azhar Khan, and Marco Ruffini. **"Capacity sharing approaches in multi-tenant, multi-service PONs for low-latency fronthaul applications based on cooperative-DBA."** *2020 Optical Fiber Communications Conference and Exhibition (OFC), pp. 1-3. IEEE, 2020.*
- July-2018 - **Senior Officer, Product Development, Enterprise Solutions & Services (ESS), ZONG CMPaK Pakistan,**  
Sep-2019 **China Mobile Company (CMCC)**

#### Key Responsibilities

**Managing business connectivity solutions especially Fixed Line product portfolios (DIA/DPLC/IPLC/Commercial Hub) in liaison with technology teams.**

- Product analysis by keeping eye on competitors move in the market.
- Product new features and initiatives design and implementation.
- Product new pricing and packaging adjustments as per market trend and competitor move.
- Billing system related development & troubleshooting.
- Sales funnel and product revenue tracking & reporting (Weekly, Monthly, Quarterly).
- Product performance management.
- Business cases preparation based on financial analysis.
- Mega projects rollout support to regional project teams.
- Region wise proposal feasibility vs accounts monetization tracking & reporting.
- Corporate product documentations.
- Quarterly post analysis of corporate products highlighted
- CAPEX/OPEX budget preparation, monitoring, Control & Reporting for corporate products.

#### **Design and Implementation of Software Defined WAN (SD-WAN)**

- Wrote a SD-WAN product paper describing the technology, network schema, use cases, segmentation analysis and pre/post sales strategies. This paper also highlighted Growth Frameworks & Product Mix for successful user acquisition, content strategy and consumer retention.
- Formulated complete Network Schema that incorporates Controller connectivity to CPEs and ZONG cloud network.
- Proposed a customer portal to dynamically provision VPNs, firewall services and allocation of dynamic bandwidth.

#### **Corporate Bulk SMS product (CBS), A2P and SMS Advertisement & Marketing**

- A2P Platform monetization and Integration with BOSS system for charging mechanism filtering non monetized SMS traffic.
- Development of new product along with optimization of existing portfolio to ensure revenue
- Created plans for a holistic, 'Advertisement Portal' having data-layered approach with the main focus on the mobile being a feedback based advertisement channel which has greater benefits for the advertiser as compared to Print and TV.
- Product Management, design and pricing.

Feb 2016 - **IT Support Engineer at inCreate Technologies, Islamabad**  
April 2017

06 x Weeks **National Telecommunication Corporation (NTC) Islamabad**  
Internship

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**MASTERS THESIS RESEARCH**

Title **Energy Minimization by Optimal Data Center Placement in Elastic Optical Networks.**

Domain Elastic Optical Network

- Objectives
- Minimize the power usage of backbone transmission network by deploying Data Centers on efficient geographical location using **Biologically Inspired Optimization** Algorithms.
  - Investigate the trade-off position of Data Center while considering Node-to-Node Traffic and Data Center-to-Data Center Traffic using a detailed power model

## SKILLS/TOOLS

- MICROSOFT VISUAL STUDIO
- POX, NOX SDN CONTROLLERS
- MARKOV CHAINS
- C PROGRAMMING
- PYTHON BASIC
- MICROSOFT VISIO
- WIRE SHARK
- LATEX, BIBTEX
- CISCO PACKET TRACER
- MATLAB
- VEILOG HDL
- ARDUINO MICRO CONTROLLERS UNO, MEGA

## LANGUAGES

- English: Native Speaker
- Urdu: Native Speaker

## REFERENCES

- **Dr. Arsalan Ahmad**, Assistant Professor, Dept. of Computing, SEECS, NUST  
Email: [arsalan.ahmad@seecs.edu.pk](mailto:arsalan.ahmad@seecs.edu.pk)
- **Dr. Ashfaq Ahmed**, Assist. Professor, Dept. of Elect. Engg, COMSATS, Wah Campus  
Email: [ashfaqahmed@ciitwah.edu.pk](mailto:ashfaqahmed@ciitwah.edu.pk)