



# Zaeem Yaqoob Khan Kamalzai

**Passport:** AC4201193 | **Date of birth:** 27/02/1976 | **Nationality:** Pakistani | **Gender:** Male |

**Phone number:** (+92) 3008455753 (Mobile) | **Email address:** [zaeem@bnu.edu.pk](mailto:zaeem@bnu.edu.pk) | **Website:**

[www.bnu.edu.pk](http://www.bnu.edu.pk) | **WhatsApp Messenger:** +923008455753 |

**Address:** House No. 24/C-I, Model Town , 54700, Lahore, Pakistan (Home)

## ● ABOUT ME

I am a higher education leader, researcher, and policy strategist specializing in development studies, cultural and creative industries, and evidence-based policymaking. My work bridges research with institutional development at the intersection of education, cultural policy, and economic growth.

With a background in Computer Science and Development Studies, alongside specialized training in Data Economics & Development Policy from MIT's Abdul Latif Jameel Poverty Action Lab, I apply a multidisciplinary approach to my research. As a 2012 Fellow of the U.S. Department of State's International Visitor Leadership Program (IVLP), I have contributed to higher education reform and institutional strategy, including leading BNU's Strategic Vision 2020 Report.

Currently, I lead Pakistan's first UNESCO-funded IFCD project, strengthening data collection for cultural and creative industries to inform national policy. Collaborating with UNESCO, GIZ, CKU, and the World Bank, my work supports inclusive economic models and cultural policy frameworks.

My research interests include cultural policy, creative economies, and data-driven governance in international development, with a focus on how creative industries drive sustainable economic growth and inclusive policymaking in developing regions.

## ● EDUCATION AND TRAINING

07/02/2018 – 11/06/2020 Cambridge , United States

**MICROMASTERS IN DATA ECONOMICS & DEVELOPMENT POLICY (DEDP)** Massachusetts Institute of Technology (MIT)

**Website** <https://micromasters.mit.edu/dedp/> | **Level in EQF** EQF level 7

06/02/2017 – 25/06/2019 Lahore, Pakistan

**MS DEVELOPMENT STUDIES: DEVELOPMENT, TECHNOLOGY & POLICY** Information Technology University (ITU)

**Website** <https://www.itu.edu.pk/> | **Level in EQF** EQF level 7

07/01/1997 – 07/10/2000 Lahore, Pakistan

**MASTER OF COMPUTER SCIENCE** University of Engineering & Technology (UET)

**Website** <https://cs.uet.edu.pk/> | **Level in EQF** EQF level 6

01/09/1994 – 10/11/1996 Lahore, Pakistan

**BACHELOR OF ARTS (MATHEMATICS, STATISTICS & FRENCH)** The Government College Lahore

**Website** <https://gcu.edu.pk/> | **Level in EQF** EQF level 6

## ● LANGUAGE SKILLS

Mother tongue(s): **PANJABI; PUNJABI** | **URDU**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | C1            | C1      | C1                | C1                 | C1      |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● WORK EXPERIENCE

01/06/2011 – CURRENT Lahore, Pakistan

### **EXECUTIVE DIRECTOR OF STUDENT AFFAIRS & EXTERNAL RELATIONS** BEACONHOUSE NATIONAL UNIVERSITY

- Develop institutional partnerships and research collaborations.
- Oversee student affairs, alumni engagement, and career services.
- Lead marketing, branding, and digital outreach strategies
- Manage strategic initiatives, budgets, and cross-functional teams.

24/08/2023 – CURRENT Lahore, Pakistan

### **PROJECT LEAD, UNESCO-FUNDED IFCD PROJECT** BEACONHOUSE NATIONAL UNIVERSITY

- Lead research and data collection on Pakistan's cultural and creative industries.
- Develop policy frameworks to integrate cultural industries into national economic planning.
- Oversee nationwide pilot testing and analysis for sector growth.

18/02/2021 – 03/12/2021 Lahore, Pakistan

### **PROJECT LEAD, DOCUMENTATION & PROMOTION OF CULTURAL & CREATIVE INDUSTRIES** BEACONHOUSE NATIONAL UNIVERSITY

- Led a UNESCO-funded project on cultural heritage preservation in Punjab.
- Conducted mapping, capacity-building workshops, and market linkage development.
- Curated an exhibition showcasing creative industries.

01/10/2021 – 04/02/2022 Lahore, Pakistan

### **INDIVIDUAL CONSULTANT/EXPERT FOR DEVELOPING THE CRAFT SECTOR STRATEGY FOR PUNJAB (PTEGP PROJECT)** UNESCO PAKISTAN

- Developed Punjab's first comprehensive strategy for craft sector growth.
- Conducted data analysis to identify market expansion opportunities
- Proposed policies to improve employment and accessibility for artisans.

24/07/2019 – 19/11/2019 Lahore, Pakistan

### **PROJECT TEAM LEAD, PAKISTAN CREATIVE FUTURES PROGRAMME** BEACONHOUSE NATIONAL UNIVERSITY

- Managed a UNESCO- and Republic of Korea-funded entrepreneurship training program.
- Designed and delivered training for creative industry entrepreneurs.
- Developed case studies on Pakistan's creative economy.

29/04/2014 – 27/11/2014 Lahore, Pakistan

### **FOCAL PERSON ON BNU-RTI PROJECT (FUNDED BY THE WORLD BANK GROUP)** BEACONHOUSE NATIONAL UNIVERSITY

- Led BNU's implementation of the Punjab Right to Information Act.
- Managed contracts, deliverables, and progress reporting to the World Bank.
- Directed youth engagement and awareness campaigns.

01/01/2012 – CURRENT Lahore, Pakistan

### **MEMBER OF THE ADJUNCT FACULTY** BEACONHOUSE NATIONAL UNIVERSITY

- Teach undergraduate courses in Media Entrepreneurship and Media Marketing.

02/09/2010 – 31/05/2011

**DIRECTOR OF PROMOTION & PLACEMENTS** UNIVERSITY OF CENTRAL PUNJAB

---

- Strengthened university-industry linkages for student placements.
- Managed institutional visibility, media outreach, and student activities.

01/05/2008 – 31/08/2012 Lahore, Pakistan

**MEMBER OF THE ADJUNCT FACULTY** UNIVERSITY OF CENTRAL PUNJAB

---

- Taught undergraduate and graduate courses in Management and IT
- Introduced a first of its kind course on Managing Diversity

01/09/2004 – 31/01/2008 Lahore, Pakistan

**DIRECTOR PROMOTION & PLACEMENTS** UNIVERSITY OF CENTRAL PUNJAB

---

- Led marketing, branding, and corporate relations for student career development.
- Organized job fairs, networking events, and training workshops.

01/09/2000 – 31/01/2008 Lahore, Pakistan

**MEMBER OF THE FACULTY/ASSISTANT PROFESSOR** UNIVERSITY OF CENTRAL PUNJAB

---

- Taught Computer Science and IT courses at undergraduate and graduate levels.

01/06/2008 – 31/08/2010 Lahore, Pakistan

**DIRECTOR OF UNIVERSITY RELATIONS / PROGRAM DIRECTOR** NASEEB ONLINE SERVICES (PVT.) LIMITED/  
ROZEE.PK (PAKISTAN'S NO. 1 JOB WEBSITE)

---

- Led the **Campus Career Portal Initiative** in partnership with the Ministry of IT, Pakistan.
- Managed university relations and digital outreach for 100+ higher education institutions.

● **DIGITAL SKILLS**

---

Stata (Software for Statistics and Data Science)

● **PUBLICATIONS**

---

2019

**[Entrepreneurial Ecosystem in Punjab](#)**

---

Analyzed the impact of Punjab's ICT policy and Plan9 incubator on entrepreneurship, focusing on inclusivity and access for underrepresented groups.

Zaeem Yaqoob Khan, Izza Aftab, 2019, Pakistan State of Future Index "The Future of Possibilities", Second Edition

2025

**Art, Society & Social Order: Interactionism in The Placement of State-sponsored Public Art**

---

Explores the intersection of public art, social order, and political symbolism through a case study of a public sculpture in Lahore.

Zaeem Khan, 2025, Journal of Art & Design Education Pakistan (JADEP), Volume 01, Pages 83-91

● **PROJECTS**

---

24/08/2023 – CURRENT

**Improving Data Collection among National and Provincial Statistical Agencies to Strengthen Policymaking for the Cultural and Creative Industries**

---

Leading Pakistan's first UNESCO-funded project under the International Fund for Cultural Diversity (IFCD) to develop standardized definitions and data collection frameworks for cultural and creative industries. The project aims to establish national benchmarks for sectoral GDP contributions and inform evidence-based policymaking.

**Link** <https://pakistan.un.org/en/227011-media-update-united-nations-pakistan-7-april-2023>

18/02/2021 – 03/12/2021

## **Documentation and Promotion of Cultural & Creative Industries around selected heritage sites in Punjab**

---

Led a UNESCO-funded initiative to map cultural assets, train creative practitioners, and develop sustainable market linkages at heritage sites in Punjab. The project enhanced cultural preservation efforts and strengthened the economic viability of creative industries.

**Link** <https://www.bnu.edu.pk/research-consultancy>

01/10/2021 – 04/02/2022

## **Punjab's Orange Economy: Strategy to Invigorate Available Creative Sectors in Punjab**

---

Developed a strategic framework for Punjab's creative economy, identifying policy gaps and proposing data-driven interventions to boost employment, investment, and sustainable industry growth.

24/07/2019 – 19/11/2019

## **Pakistan Creative Futures Programme**

---

Managed an entrepreneurship training program for creative industry professionals, providing capacity-building, case studies, and mentorship to foster sustainable business models.

**Link** <https://en.dailypakistan.com.pk/26-Oct-2019/bnu-unesco-partnership-on-pakistan-s-creative-future>

29/04/2014 – 27/11/2014

## **BNU RTI Project (World Bank Group)**

---

Led BNU's engagement in implementing Punjab's Right to Information Act, mobilizing youth and civil society to promote transparency through policy dialogues and awareness campaigns.

**Link** <https://www.bnu.edu.pk/research-consultancy>

## ● **HONOURS AND AWARDS**

---

27/04/2012

### **International Visitor Leadership Program (IVLP) – U.S. Department of State**

---

Participated in the three week IVLP Program on Alternatives in Higher Education by the U.S. Department of State's Bureau of Educational and Cultural Affairs.

30/11/2020

### **Gold Medal for Master of Science in Development Studies: Development, Technology & Policy – Information Technology University (ITU), Lahore, Pakistan.**

---

I was awarded the prestigious Gold Medal for graduating on the top of my class.

**Link** <https://itu.edu.pk/list-of-gold-medalists-2020/>

## ● **MANAGEMENT AND LEADERSHIP SKILLS**

---

### **BNU Art Auction 2013**

---

Organized BNU Art Auction in April, 2013 and raised Rs. 4.6 million for the BNU Student Endowment Fund.

### **UNESCO Chair on Inclusion through Art at Beaconhouse National University**

---

The UNESCO Chair, established in 2024 under the UNITWIN/UNESCO Chairs Programme, underscores Beaconhouse National University's commitment to advancing education, research, and community engagement in the arts, focusing on inclusion and sustainability. The Chair aims to create opportunities for interdisciplinary learning, foster creative collaborations across South Asia, and advocate for practices that benefit diverse and underrepresented communities.

### **Patron of the BNU Bestival (since 2012)**

---

Beaconhouse National University's Bestival is a festival featuring a range of co-curricular competitions and engaging activities. It is a student-led and student-steered event that is being held annually over a decade. The Bestival is one of

the most sought after youth events in the city of Lahore that attracts thousands of young participants for a vibrant mix of co-curricular activities, sports competitions, social evenings, and a lively food court.

**Link** <https://www.instagram.com/bnubestival>

## **BNU Strategic Vision 2020**

---

The BNU Strategic Vision 2020 document was prepared in the year 2012, laying the future trajectory of the institution in line with its objectives and goals. The document stayed as a steering document for the institution until 2020.

## ● **HOBBIES AND INTERESTS**

---

### **Gym Workout**

---

Follow a rigorous workout routine (5 days in a week)

### **Running**

---

Up to 5 Kilometers run (five days in a week)

### **Poetry-writing**

---

Occasionally write Urdu/English Poetry

## ● **CONFERENCES AND SEMINARS**

---

28/06/2012 – 28/06/2012 Lahore, Pakistan

### **Knowledge Exchange Master Class on Public & Community Engagement in Higher Education**

---

The Master Class was held at the Government College University, Lahore for Higher Education Leaders of the public and private sector institutions across Pakistan.

08/02/2012 – 29/02/2012 Lahore, Pakistan

### **Strategic Master Class for Higher Education Leaders**

---

These were a series a of Master Classes held for Higher Education Leaders in Lahore in a collaborative arrangement between the Higher Education Commission of Pakistan and the British Council, Pakistan.

14/09/2021 – 16/09/2021 Kolkata, India

### **UNESCO ICHCAP 2021 South Asia Sub-regional Meeting, “Strengthening Creative Economy through Sustainable Development of ICH”**

---

Participated in a regional conference on strengthening the creative economy through sustainable development of intangible cultural heritage (ICH), engaging with experts to explore policy frameworks and community-driven cultural initiatives.

**Link** [https://www.unesco-ichcap.org/board.es?mid=a10303000000&bid=A110&act=view&list\\_no=19885](https://www.unesco-ichcap.org/board.es?mid=a10303000000&bid=A110&act=view&list_no=19885)

09/08/2021 – 10/08/2021 Lahore, Pakistan

### **World Crafts Council International E-Workshop Series**

---

Data and statistics on the crafts sector are in great demand and yet are rarely published. National statistics and surveys often embed a wealth of information that is related to crafts; it is only a matter of knowing where to look. The two day workshop provided the tools to find and use that data.

**Link** <https://wcc-europe.org/whats-on/news/wcc-international-workshop-series-2021/>