

TERMS OF REFERENCES

Position:	Chief Executive Officer
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Job Summary

Lead the diverse and complex organization by giving direction and leadership towards the achievement of the Pakistan Horticulture Development and Export Company vision, mission, strategy and its objectives by implementing the strategies.

Duties and Responsibilities

The Chief Executive Officer acting under the overall guidance of the Board of Directors of PHDEC and in line with the policies of the Government of Pakistan is responsible for exercising leadership in the following areas:

Strategic Leadership

1. Formulate and recommend goals, strategies, and objectives to the Board that ensures the maximization of development in the horticulture sector and increase in horticulture's exports and the long-term success of the PHDEC.
2. Lead and manage the PHDEC within parameters defined in its establishment notification by the Ministry of Commerce.
3. Review and report regularly to the Board concerning the PHDEC's progress towards its goals and all material deviations from the goals, strategies, and objectives approved by the Board, including updating and making changes as required, and involving the Board in the early stages of developing strategy.
4. Implement the capital and operating plans that support the strategic plan.
5. Review and report regularly to the Board on the overall progress and results against horticulture development and export set targets and initiate courses of action for improvement.
6. Identify the principal risks to the PHDEC's operation and implement appropriate systems to manage these risks.
7. Keep the Board fully informed of all significant operational, financial, and other matters relevant to the PHDEC, including legal, regulatory, and governmental policy developments.

Financial Leadership

1. Develop annual capital commitment and expenditure budgets for approval by the Board.
2. Authorize the commitment of funds to capital projects included in budgets approved by the Board or within the approval authority levels approved by the Board.
3. Authorize commitment of corporate resources, including contracts, transactions and arrangements in the ordinary course of business, in order to pursue the approved strategies, business plans, and objectives of the PHDEC, provided, however, that major commitments, exposures, and risks are reported to the Board in a regular and timely basis.
4. Take reasonable steps to ensure that the PHDEC's assets are adequately safeguarded and optimized in the best interests of the shareholders.

Administrative Leadership

1. Take reasonable steps to ensure that the Company is operational and fully functional.
2. Develops and implements processes, which ensure the achievement of the PHDEC's operational mission on time and within budget.
3. Develop and maintain a sound, effective organizational structure.
4. Ensure that all members of the organization have their responsibilities and authorities clearly established.
5. Establish and maintain a plan for senior management development and succession.
6. Provide the Board, at the meetings of the Board and committees, with exposure to the PHDEC's key management and other employees who have the potential to become members of senior management.

Compliance Leadership

1. Establish effective control and coordination mechanisms for all operations and activities, and take reasonable steps to ensure the integrity of the internal control and management information systems.
2. Ensure that all operations and activities of the PHDEC are conducted in accordance with laws, regulations, the Company's Code of Business Conduct and Ethics, sound business practices, and other policies and practices approved by the Board.
3. Foster a high performance corporate culture that promotes ethical practices and encourages individual integrity, accountability, and social responsibility.

The forgoing list of duties is not exhaustive, and the Chief Executive Officer may, in addition, perform such other functions as may be necessary or appropriate in the circumstances, within the authority delegated by the Board, for the performance of the Chief Executive Officer's responsibilities.

Qualification & Experience

1. A minimum post graduate degree from an HEC-recognized university in one of the following disciplines: Agriculture, Agricultural Economics, Marketing and Agribusiness or Business Administration
2. At least 15 years relevant progressive experience in renowned national and international organisations involved in value chain development, capacity building of stakeholders, designing and implementing training programmes, providing information and advisory services, trade facilitation and establishing market linkages in domestic and international market.
3. A good understanding of the agriculture value chain, strong communication and negotiation skills, strong leadership qualities, and proven track record of team building.
4. An understanding of the financial and administrative decision-making channels in the government would be an advantage.
5. The age on the last date of application is 62 years or less
6. Must fulfill the fit and proper criteria specified in Schedule-II of the SECP's Guidelines for the appointment of CEO of Public Sector Companies, 2015.

Problem solving

A CEO may often face complex issues demanding solutions that need to be creative and at the same time sensitive to local and PHDEC requirements.

Special Circumstances

Successful performance requires the CEO to work long hours, to travel extensively, to quickly adapt to different cultures and conditions, to successfully handle high-stress situations and to constantly work under pressure in a complex and very competitive business environment.