

CHIEF EXECUTIVE OFFICER'S TERMS OF REFERENCE

GENERAL ACCONTABILITIES

Reporting to the Board of Directors, the Chief Executive Officer is accountable for the performance of PRAL. He provides leadership and manages the growth and diversification within the company in accordance with the vision, mission, values and strategic objectives established and/or approved by the Board.

Chief Executive Officer sits on the Board of Directors of PRAL and is a director and/or officer.

NATURE AND SCOPE

The Chief Executive Officer has the responsibility to:

- 1- Lead and manage the Company within the guidelines established by the Board.
- 2- Recommend the strategic plan to the Board and implement the corresponding operational and capital plans.
- 3- Direct and monitor the activities of the company in a manner that ensures that the strategic, operational and capital plans are met and that the assets of the Company are safeguarded and optimized in the best interests of the shareholders.
- 4- Develop and implement operational policies to guide the Company within the limits prescribed by the Company's articles and the framework of the strategic directions adopted by the Board.
- 5- Develop and recommend to the Board the overall corporate organizational structure and the appointment of Executive Management.
- 6- Develop and maintain an annual Board plan for the development and succession of senior management.
- 7- Manage and oversee the required interfaces between the Company and the public and act as the principal spokesperson for the Company. This includes the responsibility for managing the equity and other financial market interfaces on behalf of the Company.

CHIEF EXECUTIVE OFFICER JOB DESCRIPTION

The Chief Executive Officer (CEO) will provide technology vision and leadership for developing and implementing information technology (IT) initiatives that improve cost effectiveness, business development in a constantly changing, competitive marketplace. The CEO will lead the Company in planning and implementing enterprise information systems to support both distributed and centralized business operations and achieve more cost beneficial enterprise-wide IT operations.

MAJOR DUTIES AND RESPONSIBILITIES

This position provides strategic and tactical planning, development, evaluation, and coordination of the information and technology systems. This position is designed to ensure the continuous delivery and operation of integrated systems. The CEO is responsible for the management of multiple information and communications systems and projects, including voice, data, imaging, and office automation.

The CEO is responsible for coordination, facilitation, and consultation with all stake-holders of information systems, communications and revenue management systems initiatives. The CEO will ensure that the systems and procedures are current with the information systems standards.

The CEO serves and participates proactively with other members of FBR management team in developing and executing strategic plans to optimize the use of information technology. The CEO also participates in policy and decision-making, resource allocation and future direction and control of proposed information systems.

PRINCIPAL ACCOUNTABILITIES

Enterprise-wide Planning

- Participates as an integral and active member in the strategic planning process of the Company.
- Develops, coordinates, guides and maintains IT systems strategic and operational plans in support of the overall mission and business strategy. These plans define a vision for meeting current and future information and technology needs for the health care network, while ensuring alignment and integration of IT with the overall vision, mission, and values of the FBR.
- Develops and maintains an enterprise systems architecture, defining standards and protocols for data exchange, communications, software, and interconnection of FBR network information systems.

Leadership

- Provides advice on evaluation, selection, implementation and maintenance of information systems, ensuring appropriate investment in strategic and operational systems. Negotiates all IT acquisition contracts, soliciting involvement and participation of other management team members as appropriate.
- Provides responsive advice, counsel, education concerning IT issues and trends in the IT industry.
- Communicates IT plans, policies and technology trends throughout the organization, including management groups and professional staff.
- Determines pertinent information required by management in making effective decisions. Ensures that the gathering, processing, distribution and use of this information occurs in a timely, accurate and cost effective manner through on-going review and education programs and executive, management and user levels.
- Promotes and oversees relationships between FBR's IT resources and external entities (e.g. government, vendors, researchers, and other organizations).

Management and Oversight

- Approves, coordinates, and controls all projects related to selection, acquisition, development, and installation of major information systems.

- Develops and maintains an appropriate organizational structure capable of supporting the information needs of operating entities through appropriate and cost-effective information technology.
- Develops and maintains corporate IT policies and standards relating to the acquisition, implementation, and operation of information technology and communication systems.
- Develops and maintains an enterprise-wide data model and data dictionary.
- Negotiates IT service level agreements with user organizations and monitors IT systems performance to assure service levels are being met.
- Researches and evaluates alternatives for the enhancement or re-engineering of IT. Develops, coordinates and manages the incorporation of enhancements to and re-engineering procedures, in keeping with the needs and objectives of FBR.
- Provides quality service to end-users in need analysis, solution recommendation, vendor selection, implementation, training and post-installation support.
- Ensures that the Company information systems operate according to internal standards, external accrediting agency standards, and legal requirements.
- Develops and enforces policy and procedures to ensure the protection of Company's IT assets and the integrity, security and privacy of information entrusted to or maintained by the Company.
- Develops and maintains a Company-wide business recovery plan to ensure timely and effective restoration of IT services in the event of a disaster.

Human Resources Management

- Responsible for the recruitment, development, motivation and retention of assigned management staff conforming to budgetary objectives and personnel policies. This shall be accomplished through the consistent practice of sound human resources concepts, thereby achieving teamwork, employee security, mutual respect, maintenance of the highest level of professionalism.
- Ensures appropriate training programs for the organization are in place to attract, retain and develop the key personnel required to support information services.

Financial Management

- Develops and maintains the annual operating and capital budgets for information and technology systems with programmatic plans and established financial guidelines. Responsible for monitoring IT activities and costs as related to the overall utilization of resources required to meet programmatic operational requirements.
- Develops and maintains corporate policies and standards aimed at minimizing costs related to the acquisition, implementation and operation of IT systems.
- Maintains contact with IT suppliers and maintains knowledge of current technology, equipment, prices and terms of agreements to minimize the investment required to meet established service levels. Evaluates alternatives, performs appropriate cost benefit analysis, and recommends solutions that minimize costs commensurate with acceptable risks.

Reviews network-wide hardware and software acquisition and maintenance contracts, soliciting involvement and participation of other management team members as appropriate.

QUALIFICATIONS

Education

At least 1st Class Master Degree in Computer Sciences /Management Sciences or Equivalent in similar discipline from well reputed National/international recognized Universities, with no third division in whole academic career.

Maximum Age: 57 years

Experience

At least 15 years post qualification experience. The candidates' achievements should include the performance of a strategic role in providing successful IT solutions and Management of an effective blend of people, processes, technologies and systems. Five to ten years of successful performance of senior management position in IT related projects would be preferable. The candidates should also be well conversant with the business ethics as well as rules and principles of corporate governance apart from good understanding of the key issues of the IT industry. Candidates should have excellent interpersonal and communication skill and a proven record of good leadership and managerial qualities including skillful planning and organizing the physical, financial and human resources and their control with excellent intuitive skills of setting priorities and motivating people

Knowledge, Skills and Abilities

Comprehensive knowledge of:

- Business principles and techniques of administration, organization, and management to include an in-depth understanding of the key business issues that exist in the industry. These include, but are not limited to, knowledge of strategic and operational planning, economics, personnel administration, federal, state and local laws, marketing, financial and cost analysis, trends in the industry.
- Data processing methods and procedures, and computer software systems.
- Business office operations as it pertains to third party billing and reimbursement activities in a managed environment.
- Equipment and software characteristics of various computer systems and a general understanding of system features and their integration capabilities.
- Systems design and development process, including requirements analysis, feasibility studies, software design, programming, pilot testing, installation, evaluation and operational management.
- Business process and analysis and redesign.
- Applicable external regulatory requirements (Securities & Exchange Commission of Pakistan, Companies Ordinance, Commercial Audit applicable to Government owned private limited companies).

Proven skills in:

- Written and verbal communication
- Negotiating with vendors, contractors, and others.
- Budget preparation and monitoring.
- Planning and organizing
- Management and leadership
- Interpersonal relationship building

Demonstrated ability to:

- Relate to all levels of the user community
- Be a team player that motivates and educates other team members.
- Plan, implement and support systems in a complex I.T. environment.
- Set and manage priorities
- Comprehend complex, technical subjects.
- Translate technical language to lay audiences
- Link and apply complex technologies to business strategies
- Create and motivate behavior change.