



Individual Consultants Required

Terms of Reference

The Pakistan Digital Authority (PDA) is a statutory body established under the *Digital Nation Pakistan Act, 2025*, mandated to lead the country's transition into a digitally empowered nation. As the apex regulatory and implementation body, the Authority is responsible for executing the National Digital Masterplan to foster a robust Digital Economy, Digital Society, and Digital Governance.

We operate from the foundational truth that **digital is the new operating system for our economy**. This is not a simple digitization effort; it is a fundamental re-architecting of our nation's economic future.

Given the highly specialized, strategic, and time-bound nature of the assignment, PDA intends to engage individual consultants possessing deep domain expertise and international experience that is not readily available within the public sector.

Terms of Engagement

- **Selection Method:** The consultants shall be selected through Open Competitive Selection of Individual Consultants in accordance with the applicable Procurement Regulations.
- **Location:** Islamabad/Overseas (Hybrid), with frequent travel to Pakistan
- **Contract Duration:** 6 months, renewable subject to satisfactory performance and PDA requirements.
- **Remuneration:** Competitive market-based package.
- **Performance Evaluation:** Performance shall be assessed against agreed milestones and deliverables.
- **Reporting:** Reports to the Vice Chairperson or as notified by PDA

Application Process

- Interested national/international candidates should submit their CV and a Cover Letter highlighting their specific relevance to the Digital Nation Pakistan mandate to jobs@pda.gov.pk clearly mentioning the position applied for in the subject line, on or before **10 February 2026**.
- PDA reserves the right to shortlist candidates and conduct interviews, and to accept or reject any application without assigning any reason.

HR Manager

Pakistan Digital Authority (PDA)

Website: <https://www.pda.gov.pk/>

7th Floor, Kohsar Block, Pak Secretariat, Islamabad

1. Senior Consultant – Digital Product Design

Objective of the Assignment

To provide C-level product leadership for Pakistan's portfolio of National Digital Platforms. The consultant will drive the overarching product vision, commercialization strategy, and roadmap execution for critical Digital Public Infrastructure (DPI), ensuring these platforms achieve product-market fit, sustainable growth, and mass adoption comparable to leading private-sector digital ecosystems.



Government of Pakistan Pakistan Digital Authority



Scope of Work & Key Responsibilities

- **National Product Strategy:** Define the "North Star" product vision for a unified digital ecosystem, prioritizing high-impact citizen and business services (e.g., Identity, Payments, G2C, G2B) to drive widespread adoption and daily active usage (DAU).
- **Commercialization & Sustainability:** Develop monetization models and sustainability frameworks for digital public goods, ensuring platforms are financially viable and scalable while maintaining inclusivity and public value.
- **Agile Product Delivery:** Lead multiple cross-functional product squads (Product, Engineering, Design) using aggressive agile methodologies to accelerate time-to-market for complex national solutions.
- **Ecosystem & Platform Integration:** Oversee the creation of open ecosystems that allow third-party integrations, managing API partnerships and developer communities to foster private-sector innovation on top of government infrastructure.
- **Data-Driven Decision Making:** Establish robust product analytics frameworks (OKRs, KPIs) to ruthlessly prioritize features and investments based on user data, engagement metrics, and socio-economic impact.

Required Qualifications & Experience

- **Education:**
 - Master's degree in engineering, Business, or a related technical field.
- **Professional Experience:**
 - **5+ years** of product management experience, preferably with international digital products
 - **Mandatory:** Direct experience leading product strategy for large-scale digital platforms, fintech ecosystems, or telecom digital services in high-growth international markets.
 - **Track Record:** Proven success in launching and scaling B2C or B2B platforms to millions of users, managing complex product lifecycles from zero-to-one and beyond.
- **Key Competencies:**
 - Expertise at the intersection of **Fintech, Telecoms & Large-Scale Digital Services.**
 - Strong background in "Platform Business Models," "Two-sided Marketplaces," and ecosystem orchestration.
 - Experience managing distributed product teams and navigating regulatory or complex stakeholder environments in emerging markets.