Syed Hisam Murad Gilani

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**PROFILE:**

Telecommunication Professional having 17 years+ experience with expertise in Sales & Distribution, Customer Services, Channel Development, Alternate Channel, Channel Experience, Trade Strategy and Planning, Trade Marketing, Channel Planning and Sales Operations, Customer Operations, Project management and Management reporting.

I have rich working experience in developing Customer Services; Sales and Growth strategies and its implementation.

**EXPERIENCE:**

**Ufone PTML (Etisalat)**

**Senior Manager: Regional Head Sales & Distribution- North-3** *August 2018- Till Nov 2022*

**Peshawar/ Di Khan/ Bannu/ Kohat**

**Achievements**

* + Joined as Regional Manager Sales in August 2018 and based on nationwide top performance for 3 consecutive years got promote as Regional Head Sales in start of year 2022
  + Total Franchises under domain of my region were 23 franchises managing new sim sales of 60,000 per month and Recharge business of 420Million Rupees per month
  + Awarded as TOP RRM in Pakistan in year 2020
  + Awarded as TOP RSM in Pakistan at Commercial Conference 2019
  + CEO award at commercial conference 2018 for highest sales achievements
  + Winner of all Foreign trips announced for Regional Managers. Won trips to Turkey, Thailand and Dubai

**Key Responsibilities**

* + Responsible for creating, developing and implementing sales strategies, to ensure overall objective of organization is achieved; plus, ensuring channel partners profitability
  + Responsible for targets achievement and growth of all SKU’s of entire team
  + Ensuing availability and visibility in all areas
  + Planning with Geo Marketing and Technical Teams of 2G/ 3G/ 4G/ coverage strategy

**Ufone PTML (Etisalat)**

***Manager – Channel Development Ufone Head Office*** *March 2013- July 2018*

**Islamabad**

**Achievements & Key Responsibilities**

* + Manager Alternate Channel
  + Leading a Nationwide Sales and Distribution special team for ensuring providing superior services to our tagged top retailers
  + Developed various tools for the top retailers for ensuring providing superior services to them that would in return bring more sales to company,
  + Enhanced visibility via trade marketing on these retailers. Made specific signage’s, Fascia, Giveaways, KIOSKs, Wall paint, AVH Signs, Posters, One view vision and other items for these outlets etc.
  + Incentive/ commission plan for the retailers. Made a scorecard/ commission plan for the top retailers where after achieving a certain score retailer would be eligible for commissions.
  + Manager: Channel Experience
  + Developed and automated many processes to ensure that experience of retailers and distributors is a ‘delight’ with Ufone
  + Develop processes where Retailers and Franchise teams are self-equipped and as a result, we have witnessed a great decline in number of calls received at Retailer helpline
  + Retailer portal development
  + Customers were not being facilitated for replacement of expired Scratch cards at Franchise outlets. System was developed where customer is now being facilitated
  + A new product HVC’s development
  + Sim pairing system development
  + Retailer Auto Escalation process
  + Number movement for new sales at retailers and Franchises
  + Manager Channel Strategy and Development
  + Aggressively developed the Mobile Financial Services channel and had a growth of 125% in MFS business
  + Re-launched MNP (Mobile Number Portability) at all physical and electronic channels of sale with a revised incentive program which brought in the highest MNP in the history of Ufone
  + Designed commission schemes and incentives for all sales channels. Being proactive when designing commission schemes led to Ufone being the benchmark setter in the industry with attractive margins.
  + Launched the BVS nationwide where there was a paradigm shift in selling new connections to the customer by successfully integrating BVS devices into the sales channel
  + Nationwide new Franchises induction
  + Responsible for quality sales and growth
  + Responsible for data verification of each retailer
  + Based on performance won the international trip to Czech Republic
  + In addition, responsible for successful managing and handling of entire Ufone Commercial Conference management.
  + Additional responsibility for managing and conducting Franchise conferences nationwide
  + Meetings with Retailers and Franchise teams for initiatives and feedbacks
  + Weekly presentation to the CCO
  + Monthly presentation to the CEO
  + Responsible for channel planning & visibility strategy to increase brand/product awareness and visibility which in turn leads to higher sales for the targeted segments
  + Trade Promotions
  + PTCL Synergy

**UFONE PTML (Etisalat)**

***Assistant Manager Customers Operations*** *August 2007- August 2013*

**Peshawar**

**Achievements**

* + Managed Customer Services Staff at Ufone Peshawar Service Centers plus PTCL One Stop Shops
  + Team Leader of 15 Customer Services Executives
  + Won Employee of the Year awards in 2010
  + Employee of the year in 2011
  + Employee of the year in 2012
  + Employee of the year in 2013
  + Have been an active member in major decision making meetings of Ufone Customer Operations
  + Have revised the polices of MNP documentation in Ufone

**Key Responsibilities**

* + To ensure all assigned targets are achieved effectively in an efficient manner
  + To constantly provide better customers services and also ensuring customers waiting time and customers served timed are within the required turnaround times
  + Upkeep of Service Centers
  + Ensuring customers interaction is a delight

**WARID TELECOM**

***Business Center Manager*** *February 2005- July 2007*

**Peshawar**

**Achievements**

* + Joined as CSR in Peshawar, then based on Performance was promoted to Floor Manager in Peshawar and then again on outstanding performance got promoted as Business Center Manager.
  + Revenue targets of business center was achieved every month

**Key Responsibilities**

* + To ensure all assigned in house Sales and Revenue targets are achieved effectively in an efficient manner
  + To ensure there are no customers complaints

**Soneri Bank Ltd**

***Officer- Banking Operations*** *August 2003- January 2005*

**Peshawar**

**Achievements**

* + Joined as officer for System Administration in Branch, but based on work got role in Foreign Exchange department handling LC’s and Foreign Remittance’s

**Key Responsibilities**

* + To ensure start of day and day end reports of Branch are reported efficiently and effectively
  + Responsible for LC’s
  + Responsible for foreign TT’s
  + Responsible for Documentation verification at Level-1 (Export)all assigned in house Sales and Revenue targets are achieved effectively in an efficient manner

**EDUCATION**

**Peshawar University, IMS, Peshawar, Pakistan**

***Master of Business Administrative Studies***

* Degree and Certificate Completion: July 2003

**Peshawar University, IMS, Pakistan**

***Bachelors of Business Administration (Hons)***

* Degree Completion: February 2002

# EXPERTISE

* Sales & Distribution concepts
* Channel Management
* Team Leadership
* Channel Development
* Sales Operations
* Retail and Franchise growth and development
* Coverage and Capacity Planning & Expansion from purely commercial perspective
* Customers Operations
* Customers Services
* Computer Skills: Microsoft Office Suite