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