

PROFESSIONAL SYNOPSIS

Overall, **23+ years** of multi dynamic & most diversified experience & exposure in top of the mind brands, enabled my professional portfolio to get hands on experience and knowledge with specialization in sales and marketing management from beginning level to managing and then commanding position.

CRUX OF ENTIRE EXPERTISE

After spending two plus decades in market, based on past track record (experience and exposure) concluded that “products are not being sold in market but strategic strategies & practices, skills of well groomed and managed sales team, adequately communicated and presented brand / product USPs, timely availability, prominent product visibility (properly managed displays) & optimum use of sales channels (dealers / retailers displays)”.

AREA OF EXPERTISE

- Strategic Strategies development to ensure the meeting of financial & non-financial goals.
- Sales budgeting, planning and company profitability.
- Preparation and delivery of sales presentations from start to expert levels.
- Regular Sales team reporting, training & management to achieve assigned sales targets periodically.
- Successfully run the performance management system based on KPIs & KPAs.
- Expertise of handling large distribution networks, dealerships, B2B, B2C and modern trade stores (LMTs/IMTs)
- Brand acknowledgement and recall in market.
- Displays, Branding & Promotional Activities (ATL, BTL & OOH).
- Handling of multi dimensional challenges to keep the performance high.

SKILLS & STRENGTHS



- Good Business acumen.
- Motivated Leadership.
- Team Building, management & retention.
- Strong Interpersonal & Negotiation.
- Target Orientation.
- Quick learning.
- Ability to get things done within given timelines.
- Handling of multitasking.
- Presentational Skills
- Creativity & Development to keep changes for betterment.
- Self Starter.



KHALID MUMTAZ

QURESHI

0321-5118881

0334-4099517

EDUCATIONAL QUALIFICATION



MBA (Marketing)

TECHNICAL EDUCATION



Certified Applied Management Practitioner (CAMP)

Certificate of Completion

is hereby granted to

KHALID QURESHI

for completion of course work for

Lighting Essentials Exam

July 01, 2019



CMA ELECTRONIC INTERNATIONAL (PVT.) LTD.

M/s CMA Electronics International (Pvt.) Ltd. is importer manufacturer & assembler of LED lights (complete solution) having largest country wide network, stands among the pioneers in the industry and producing two renowned LED lights brands;



DESIGNATION : GM SALES (CORPORATE & TRADE MARKET)

Reporting to: **CHIEF EXECUTIVE OFFICER**

TENURE : From December, 2018 to till date

CORE JOB ROLES:

- ✚ Direct interaction & involvement with Chief Engineers, Chief Officers, Directors, Deputy Directors, Chief Metropolitan Officers (Infra), XENs, SDOs, other officials and contractor associations for tendering business in following Govt. institutions.
- ✚ Direct liaison and contact with Military Engineering Services (Engineer-in-Chief branch) high ranked officers and other personals for brand / product enlistment and business generation from Pakistan Military, Air force & Navy.
- ✚ Finalization of distributors appointment in different regions and ensure the growth of their respective ROIs.
- ✚ Building good business rapport with all big guns for regular business development process.
- ✚ Development of schemes for trade market for "Sales Push" process in all seasons to hold the shelf spaces in long run.
- ✚ Review & finalize developed business proposals (Quotations Financial Feasibilities, ROIs etc.) by Regional and Zonal managers working in different areas of Pakistan.
- ✚ Leading & mentoring Quarterly & Annual Sales budget meetings to ensure the achievement of financial & non-financial goals.
- ✚ Development & execution of brand development / marketing plans for different regions and business segments.
- ✚ Development of SOP with KPIs & KPAs management for sales team to ensure the achievement of monthly assigned financial targets.
- ✚ Keep high focus on sales & recoveries with sales team to keep our cash flow and sales figure maintain.
- ✚ Keep in touch with all sales team to shift the organization in next level.
- ✚ Ensure the cross functionality of other departments like import, production & accounts.



SALIENT BUSINESS ACHIEVEMENTS

TENDERING BUSINESS

December 2021 - February 2023

| INSTITUTIONS | AMOUNTS (MILLIONS) | |
|---------------------------------------|--------------------|--------------|
| | ELECTRICAL | CIVIL |
| Metropolitan Corporation - Lahore | 34.4 | 21.2 |
| Metropolitan Corporation - Sialkot | 27.1 | 40.5 |
| Metropolitan Corporation - Faisalabad | 26.4 | 0 |
| Faisalabad Development Authority | 12.2 | 0 |
| Cantonment Board Lahore | 0 | 10.3 |
| Lahore Development Authority - CE-1 | 14.2 | 0 |
| LG & CD | | 160.2 |
| TOTAL AMOUNT | 114.3 | 232.2 |

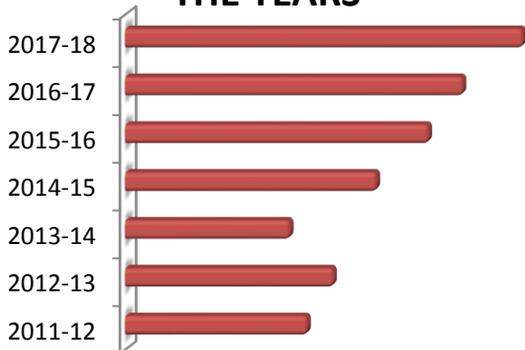


| Year | No. of Dealers | Growth %age |
|-------------|----------------|-------------|
| 2020 | 970 | |
| 2021 | 1190 | 22.68 |
| 2022 | 1640 | 37.82 |
| 2023 (June) | 1990 | 21.34 |

Expansion Resulted 52% increase in **SALES** at dealer network in couple of years



REVENUE GROWTH OVER THE YEARS



ATTAINED REWARDS

2017

• Appreciated from Senior Sales Manager to **HEAD OF DEPARTMENT (Sales & Marketing)**

2014

• Upgraded from Regional Sales Manager to **Senior Sales Manager**

2012

• Promoted from Product Manager to **Regional Sales Manager (RSM)**



PROFESSIONAL TRAININGS

RICOH PENTAX

* Digital Photography & Video making skills development.
* Advance Selling skills development for Modern Trade & Online Stores

POWER OF BRANDING

* Strategic Buying & Retail Sales Management
* Productivity Improvement & Target Achievement Tools
* Profitability Growth & Merchandizing Techniques

DESIGNATION : Head of Department (Sales & marketing)

TENURE : March 2011 to December 2018

KEY JOB FEATURES:

- ✚ Development & execution of strategic plans & goals for different imported brands to make sure the overall profitability of company with continuous growth.
- ✚ Preparation of sales budgets & successful execution plans for each individual brand and assigned it to nation wide sales team.
- ✚ Policies development & management for distribution & sales channels to ensure the targeted sales volumes quarterly & annually as well.
- ✚ Dealing, negotiations & contract finalization with modern trade stores like   
- ✚ Hiring, training and facilitation to sales team for the sake of achievement of targeted sales goals.
- ✚ Management of KPIs & KPAs of Sales & Marketing Team.
- ✚ Analyze the results quarterly and device new action plans with the involvement of sales team to ensure the year end results.
- ✚ Development of "Marketing Strategies" including ATL, BTL, OOH, Social Media & other activities for the sake of brands equity development and brands re-calls.

makro **MAKRO HABIB PAKISTAN LTD.**
Cash & Carry (Head Office – Lahore)

DESIGNATION : Category Manager / Strategic Buyer

TENURE : From October 2008 to January 2011

SALIENT JOB FEATURES:

- ✚ Appointment of new suppliers & strengthen the business relations with existing suppliers to boost the retail business.
- ✚ To develop & execute category plans to meet the revenue goals from direct & indirect approaches.
- ✚ Management of inventory levels to maximize sales.
- ✚ Make changes to the product line to increase profit margin.
- ✚ Analyze customer requirements and develop product promotions to drive sales.
- ✚ Stay updated on industry trends and market competitions.
- ✚ Yearly & quarterly sales budgeting along with KPIs management.



KEY ACCOMPLISHMENTS

- ✦ Awarded twice **"CERTIFICATE OF MERIT"** in 2003 & 2005 respectively from Nestle Pakistan (Pvt.) Ltd.



- ✦ 2005 got promotion from **TSM to Area Sales Manager (ASM)**



PROFESSIONAL TRAININGS



- * Consolidated Selling Skills.
- * Communication Skills.
- * Product Display Management (Retailer / Dealer Outlets)



- 6 WEEKS INTERNSHIP IN BANK**
- * Remittance Department
- * Clearing Department
- * Client Services Department



PERSONAL INFORMATION

- ✦ Personal Interest : **Professional & Religious learning, Event Management, Motivational Speaking, PR Development.**
- ✦ CNIC # **37405-1696058-5**
- ✦ Date of Birth : **4th December, 1975**
- ✦ Marital Status : **Married**
- ✦ Residential Address : **House # 9, Street # 38, Shaheen Park behind Shafi Masjid, Sultan Pura (Near Chahmiran Bazar), Lahore.**



Nestle

Good Food, Good Life

Nestle Pakistan (Pvt.) Ltd.

DESIGNATION : AREA SALES MANAGER

TENURE : From October 2002 to September 2008

Division : Ambient Dairy & Chilled Dairy

GENERIC RESPONSIBILITIES:

- ✦ Directing, monitoring and coordinating sales activities, sectional processes, evaluations and strategic planning of sales targets, to guarantee optimum sales productivity in accordance with daily / monthly schedules.
- ✦ Preparing fortnightly & monthly reports on sales achievements.
- ✦ Identify and tap potential new market in the assigned area and evaluation of their financial worth.
- ✦ Explore new market opportunities to launch/introduce new products in compliance with company policies.
- ✦ Review and monitor competitors activities in the concern area.
- ✦ Develop segment-wise and area-wise action plans and strategies.
- ✦ Executing internal audits to monitor levels of operational readiness procedures, issuing show cause notices for non-conformities and initiating inquiry as per SOP.
- ✦ Conducting daily, weekly and monthly meetings with sales staff to achieve the sales targets across all the territories in given area and to ensure proper deliveries of stocks to all the sales outlets.
- ✦ Enforcing obedience to company's standard operating procedures.



Dawlance

United Refrigeration Industries (Pvt.) Ltd.

DESIGNATION : SALES OFFICER

TENURE : From April 2000 to September 2002

CORE JOB DESCRIPTION:

- ✦ Dealing with dealers within given designated area on daily basis to ensure sales & recovery.
- ✦ Ensure the delivery of given discount / tour / other schemes to the respective dealers within given territory and achieve the sales target.
- ✦ Achievement the given sales target of seasonal products.
- ✦ Management of POS / POP material at each dealer's shop.
- ✦ Make sure the product display management at the retail outlets assigned .
- ✦ Good business relations development with dealers and their respective sales staff.