

MUHAMMAD WAQAS

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OBJECTIVE:

A meticulous goal oriented and experienced marketing officer with a proven track of sales and marketing. I have contributed in a number of key accounts to improve the sale in Market. Communicate and intuitive, able to influence directors at office meetings. I am seeking to expand my practical skills & establish experience to achieve my career aim as a leader of marketing.

➤ **Waheed Shahzad (Pvt) Ltd. (Popular Pipes Group (North Region)**

○ **Assistant Manager Business Development & Corporate Sales (1st January 2021 To Till)**

- Being a Regional Sales Manager I was the responsible for the sales of all major products of company including uPVC, PPRC Pipes & Fittings.
- I was looking entire North Region of Punjab.
- To develop good relationship with specifiers, consultants, architects, engineers and builders.
- To handle major clients including forces and Govt Department.
- To execute product demonstration and presentations.
- To prepare the specification for the enlistment product in various Govt bodies and forces.

Following Below Are some Other Focusing Clients

- M.E.S (Military Engineering Services)
- CDA (Capital Development Authority)
- PDA (Peshawar Development Authority)
- LDA (Lahore Development Authority)
- FWO (Frontier Works Organization)
- Private Housing Societies
- Private Commercial Buildings
- Private Building Contractors
- Electrical Contractors
- MEP Consultants
- Architects

➤ **Aura Photon (Pvt) Ltd. (Lahore & Islamabad)**

○ **Corporate Sales Manager** (2015-Aug 2020)

- In-charge of maximizing sales of the company.
- Work in project base in collaboration with architects and designers providing creative and innovative lighting design consultancy and lighting products to the specific needs of each project.
- Set realistic expectations and pushes towards these expectations with determination and drive to make company revenues grow as much as possible.
- Responsible for the operations of a company sales force, development and implementation of annual sales, monitoring & performance of teams and sale goals.
- Focusing on specific niche M.E.S (Military Engineering Services).
- My duty was to give presentation of products to all AC's, CME's, GE's of engineering corps of ARMY.
- After Satisfying Jury, I negotiate with contractors on best terms.

➤ **SKYLED (Hunbultech)**

○ **Regional Sales Manager** (2013-2014)

- Worked as Regional Sales Manager since its inception as pioneers in the team of Hunbultech group.
- In this innovative lighting firm provide lighting products adopting cutting-edge materials and innovative design to architects, designers and contractors.
- Presentation on lighting products and energy saving management.
- Accept new challenges being confronted by the company looking to mark its foothold in the newly emerging LED market.
- Set new goals for sales teams and ensure its achievement in the best interest of company.
- Developed and expanding existing customers base by upselling end-users to a more energy efficient products.
- Within the span of two years, the company manage to knit its national distribution network and grab more than 50% of the market share.
- Maintainability and ability in mind, implemented with a market-leading cost awareness.

➤ **Paklite Electrical Industries (Pvt) Ltd. Gujranwala**

○ **Regional Sales Manager** (2010-2012)

- Developed and implemented sales and promotional strategies at electrical dealers and distributors.
- Responsible for developing and implementing annual sales and marketing plans.
- Responsibility to improve products level in Commercial Market.

- Visit to Industrial area, Projects, Private sectors, Government sector and Military Engineering services.
- Enjoy working with architects, Builders and contractors through company platform to give best lighting solutions.
- Meet electrical engineers & give them complete presentation about Company profile, Products & Services.

➤ **Riaz Bottlers Pvt Ltd. (Pepsi Co)**

○ **Assistant Sales Officer (2009-2009)**

- Focusing on growing and development of existing clients, together with generating new business in territory.
- Management and development of the dealer network in assigned territory.
- Seek potential new business and perform special projects and assignments as instructed by leadership.
- Execute on all growth opportunities to grow market share on strategic brands through the execution of incremental displays.

○ **Customer Representative (2006-2008)**

- Worked as a customer representative in a famous FMCG brand to develop sales in assigned area.
- Ensuring availability of product range in market.
- Review previous cycle achievements & plan for the forthcoming cycle.
- Handling distributors & merchandisers.
- Promptly communicating trade and competitor's information to management.

QUALIFICATION:

	<u>Year</u>	<u>Group</u>	<u>Board/University</u>
Graduation	2010	General Science	BZU
Intermediate	2001	Computer Science	BISE Lahore
Matric	1999	General Science	BISE Lahore

COMPUTER SKILLS:

Diploma in office Management for 4 Months from Institute of Business Laureates.

REFERENCE:

Available on request.