



**Muhammad Haris**  
Assistant Manager Sales Operations

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**Summary**

Seeking a challenging role within a dynamic and professional team that aligns with my qualifications and experience. Eager to contribute to organizational growth while continuously learning and applying my expertise. Committed to upholding organizational policies and fostering progress and development.

**Skills**

- Sales Growth
- Sales Force Automation Training
- Leadership Skills
- Cross Team Coordination
- Communication Skills
- Business Development

**Experience**

**Assistant Manager Sales Operations**

Maxim Agri (Pvt) Ltd., Lahore, Pakistan Jan 2024 - Present

- Overseeing and managing the day-to-day sales operations activities.
- Analyzing sales data and trends to identify areas for improvement and growth.
- Coordinating with other departments such as marketing, logistics, and finance to ensure smooth operations.
- Providing leadership and guidance to the sales team to achieve sales targets.
- Conducting regular meetings and training sessions to keep the team updated on product knowledge, sales techniques, and company policies.
- Collaborating with the marketing team to create promotional campaigns and materials to support sales efforts.
- Organizing and facilitating meetings with farmers to understand their needs, challenges, and preferences.
- Gathering feedback from farmers to inform product development and marketing strategies.
- Providing training and support to dealers on product features, pricing, and sales techniques.
- Generating regular reports on sales performance, market trends, and competitor activities.
- Making recommendations for adjustments to sales strategies and tactics based on data insights.

**Sales Operations Executive**

Haleeb Foods Limited, Lahore, Pakistan Sep 2022 - Dec 2023

- Collaborate with sales and management teams to develop sales strategies and plans.
- Help set sales targets and quotas based on market analysis and company goals.
- Collect and analyze sales data to identify trends and opportunities.
- Create and maintain sales reports and dashboards for management and the sales team.
- Use historical data and market analysis to forecast future sales trends.
- Assist in demand planning and inventory management.
- Develop key performance indicators (KPIs) to evaluate the performance of the sales team.
- Monitor and report on individual and team performance against KPIs.
- Collaborate with other departments such as marketing, finance, and customer support to ensure alignment and coordination.
- Evaluate and implement sales technology solutions to enhance productivity and efficiency.
- Ensure the sales team follows established processes and adheres to relevant regulations.
- Conduct market research and competitive analysis to identify market trends and opportunities.

## Accounts Executive

Nawaz Brothers LMT Distributor (Lays By PepsiCo), Lahore, Pakistan

Jan 2020 - Aug 2022

- Maintain accurate and up-to-date financial records, including ledgers, journals, and financial statements.
- Record daily financial transactions, including accounts payable and accounts receivable.
- Process and verify invoices and expense reports.
- Prepare and process payments to vendors and suppliers.
- Create and send invoices to customers and clients.
- Follow up on overdue payments and collections.
- Reconcile bank statements with the company's financial records.
- Assist in making financial decisions and recommendations.
- Implement and maintain internal controls to prevent fraud and ensure financial accuracy.
- Manage the organization's cash flow, including the handling of cash and cash equivalents.
- Utilize accounting software and financial management systems for record keeping and reporting.
- Provide financial advice and guidance to management on financial decisions.

## Rollout Executive

DWP Group, Lahore, Pakistan

May 2019 - Jan 2020

- Coordinate and manage the rollout project, including planning, scheduling, and execution of all activities related to the **DMS SFA** application deployment.
- Oversee and participate in rigorous testing of the application to identify and resolve any issues or bugs before deployment.
- Develop training programs and materials for end-users (sales representatives, distribution teams, etc.) to ensure a smooth transition to the new application.
- Conduct training sessions and provide ongoing support to promote user adoption.
- Define the strategy for deploying the **DMS SFA** application, including rollout timelines, locations, and the sequence of deployment.
- Implement change management strategies to minimize resistance to the new system and facilitate a smooth transition for all stakeholders.
- Plan and oversee the migration of data from legacy systems to the new **DMS SFA** application, ensuring data integrity and accuracy.
- Monitor the performance of the application post-rollout and track key performance indicators (KPIs) to assess the system's effectiveness.
- Conduct a post-implementation evaluation to assess the success of the rollout and identify opportunities for further optimization.

## Computer Operator Cum Accountant

Fareed & Sons (Distributor of Fauji Cereals & Fauji Pasta), Lahore, Pakistan

Jul 2018 - May 2019

## Computer Operator Cum Accountant

Nawaz Sons (GT Distributor) Lays By PepsiCo, Lahore, Pakistan

Feb 2015 - Jun 2018

## Education

### Virtual University of Pakistan

Bachelors in Science

2025

Business & Information Technology

CGPA: 2.8/4

### Quaid-e-Azam University of Pakistan

Bachelors in Arts	2021
English Linguistics	
CGPA: 2.8/4	
<b>BISE Lahore</b>	
Intermediate/A-Level , ICS	2018
Computer Science	
Percentage: 54%	
<b>Govt Higher Secondary School sherpao</b>	
Matriculation/O-Level	2013
Biological Sciences	
Percentage: 77%	

## Projects

### Open Mind Project

<http://iwpr.net>

Open Mind project is basically a communication skills building program which is Powered by British Council associated with IWPR.

## Languages

English Expert	Urdu Expert	Pashto Expert
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