

CONTACT DETAILS

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DOB: 15- April -1987

CNIC No: 42401-5547620-7

PROFESSIONAL SKILLS

MS Office

ERP/CRM Tools

High Impact Presentations

Effective Communication

Tough Negotiations

Market Analysis

Budgeting/Forecasting

Competition Analysis

EDUCATION

Graduation in Business Studies

Govt. College Formen Nazimabad
Karachi
2004-2006

Professional Diploma

Strategic Sales Management

PIMS, Karachi-Pakistan

Sales Oriented Product Training

BOSCH-Automotive

Karachi-Pakistan

SPECIALIZED PROJECTS

Report on Transportation Industry
Pakistan, 2015

Mission Construction Business,
2016

CPEC & Commercial Vehicles,
2016.

WASEEF KHAN

Sales Leader in Heavy Commercial Vehicles

Why Waseef

- Waseef possess **over 16 years of** extensive experience in the sales, business development & marketing of **Commercial Vehicles, Automobiles, Accessories and After Sales Services**.
- Versatile exposure in the big **manufacturing and trading environments**.
- Specialized in specifying technically Commercial Vehicles with **Engineering Consultants, Oil & Gas Contractors, and Fabricators & EPC Consultants**.
- Experienced in selling complete turn-key solutions and providing **one package commercial vehicles to the Ready Mix & Construction Contractors**.
- Exposed to the multi-levels of team work and market dynamics in the Construction, Oil & Gas, Power, Transporters, & Logistics sectors across Pakistan

WORK EXPERIENCE

AL-HAJ BUS COMPANY (PVT) LTD - PESHAWAR

Manager Sales & Marketing (March-2022- Present) (BUS & TRUCK DIVISION)



Reporting to the GM Sales, leading the business of commercial bus & trucks in KPK region & heading Gas & Oil, Key Industrial & Project Accounts, accountable for the continuous sales development by right prospecting, applying proper sales tools & sales planning.

Contributions

- Developed business for 130hp for the Oil & Industrial segment to increase sales volume.
- Captured key clients of competitors like Yutong Bus, ISUZU, & Foton.
- Captured new market of Transportation & Goods Carriers by conducting road show.
- Addressed performance issues of bus & trucks by driving after sales service programs & AMCs.
- Devised market wise penetration plan for Bus Oil & Gas, Steel & Construction Sectors.

GHANDHARA NISSAN LIMITED

Deputy Sales & Marketing Manager (Apr-2018 to Mar-2022) Heavy Commercial Vehicles – TRUCKS



Reporting to the Executive Director Sales, heading the South Region and accountable for leading and managing the business organically and inorganically with efficiently managing the sales team and ensuring the deliverables with effective strategic sales management.

Contributions

- Efficiently introduced and won business from top 10 logistics companies.
- Proficiently implemented the performance related KPIs and appropriate sales processes.
- Continuous growth in the trajectory positively 20 – 25% annually, after joining the Ghandhara Team.
- Effectively managing the dealers' network across the Sindh and also include Multan, Sadiqabad & Southern Punjab markets with directly leading the Baluchistan business.

MASTER MOTORS COORPORATION



Deputy Sales Manager (Mar-2017 to Apr-2018)
Heavy Commercial Vehicles – TRUCKS

Reporting to the GM Sales, leading the business of Commercial Vehicles in the South Region, managing business in the construction, oil & gas, industrial, logistics & transportation sectors.

Contributions

- Heading the business of Mauripur Truck Stand, standalone leading business of 800 Transporters.
- Converted 10 Key Logistics companies during very 1st quarter of tenure.
- Heading Industrial Project for 120hp commercial vehicles.

AL-HAJ FAW MOTORS – KARACHI



Assistant Sales Manager (Oct-2015 to Mar-2017)
Heavy Commercial Vehicles – TRUCKS

Reporting to the GM Sales, leading the business of over 450 Mn PKR, heading Oil & Gas Sectors, Key Industrial & Project Accounts, accountable for the continuous sales development by right prospecting, applying proper sales tools & sales planning.

Contributions

- Accomplished “Best Sales” record for 2015-2016
- Developed business for 330hp Prime Movers for the Oil & Gas Sectors and increased sales volume by 52%.
- Captured key clients of competitors like HINO, ISUZU, & NISSAN.
- Added 20 Key Accounts from OMCs like Shell, Total, PSO, Byco, Bakri etc.
- Launched 330hp Truck & increased 35% market shares.
- Addressed performance issues of trucks by driving after sales service programs & AMCs.
- Devised market wise penetration plan for Oil & Gas, Steel & Construction Sectors.

ADAMJEE GROUP



Assistant Sales Manager (Mar-2007 Sep-2015)
Automotive Accessories

Led business development for the **BOSCH** automotive accessories, oil-injection pumps, & major CKDs, developed business with big gamut of industries such as Automotive, OMCs, Construction, Logistics & Transportation Sectors, accountable for the overall sales operations, A/c receivables, efficient sales support to the clients, assisted management for devising sales strategies, budgeting & region planning.

Contributions

- Accomplished over 110% sales target for FY 2014-2015
- Developed 25 new accounts from Logistics Sector
- Captured new market of Transportation & Goods Carriers.
- Enhanced sales by 55% after addition of new Oil Injection Pumps
- Won “Best Sales Record” for 5 years consistent efforts.