

Executive Summary

*Sales and Profit Optimisation / Structuring Customer Requirements / Client Acquisition and Retention
Sales Performance Improvement / Anaesthesia Products and IV Solutions / Territory Operations Management*

Accomplished, award-winning, and results-oriented professional with 5+ years of success in consistently surpassing sales goals by developing and executing effective sales plans within multiple Industries. Proven capability to develop sales pipelines by identifying potential sales opportunities and converting leads to optimal results for accelerating substantial revenue growth. Proven success in realising excellent outcomes through creating marketing plans, analysis of customer needs, and identification of innovative solutions. Adept at governing complex sales operations, capturing and defining business requirements, and implementing change management initiatives.

Excel at leading, mentoring, and fostering talented and skilful teams to develop and improve sales and operations management capabilities. Persuasive communicator and negotiator with proven capability to nature productive relations with existing and new clients to drive sales growth.

Areas of Expertise:

- Sales and Marketing Planning
- New Business Development
- Customer Experience Management
- Process Redesign / Change Management
- Contract Development / Negotiations
- Business Expansion and Growth
- Strategic Relations and Business Alliances
- Cold Calling and Solution Selling
- Events Planning and Execution
- Team Building and Leadership

Professional Experience

Hadaya Group Pvt Ltd - Lahore.

Manager Sales & Marketing (2022 to Present)

Spearheading strategic initiatives for unparalleled sales growth and market expansion. A trailblazer in penetrating new markets, elevating revenue, and orchestrating high-performance teams. Recognized for a stellar track record in impactful product launches, exceptional client relationship management, and driving results through cutting-edge, data-driven marketing strategies

Selected Contributions:

- Conducting market research to understand industry trends, customer needs, and competitor activities
- Recruiting, training, and managing a high-performing sales team.
- Building and maintaining strong relationships with key stakeholders both internally and externally.

Multi Resource Group – Lahore

Business Development Executive (2017 to Present)

Conduct extensive market research and analysis to capitalize on new business opportunities for achieving client acquisition and retention of existing international clients. Play an instrumental role in developing and implementing new business development approaches to explore unsaturated market segments.

Selected Contributions:

- Achieved performance excellence by organizing events in different cities, networking and building relationships with clients, and performing exceptionally well to corporate sales targets.
- Secure new +70 UK-based clients by achieving the highest client satisfaction through delivering excellent customer assistance and support in the conceptualization, planning, and implementation of campaigns.

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Tracking World Ltd. – Lahore

Key Account Executive (2016 to 2017)

Administered and built a portfolio of commercial customers with individual spend bands and KPIs from \$1K to \$250K. Prepared and delivered reports to complex managers for sound decision-making. Managed an Rs.7M portfolio by assessing client needs and proposing innovative solutions. Ensured strict compliance with CRM system and accelerated customer pipeline growth.

Selected Contributions:

- Surpassed annual budget targets, including current year 31.9% over financial budget and 59% over GP budget.
- Acquired new trade customers for business through conducting research and employing vibrant sales plans.

Vizrex Horizon – Lahore

Marketing Agent (2015 to 2016)

Established sales budgets and motivated team members to exceed targets within a competitive market environment. Negotiated a large number of private and public hospital tenders. Conducted extensive market research and delivered sound guidance to the marketing team. Created captivating marketing materials to improve brand visibility.

Selected Contributions:

- Earned the prestigious title Division of the Year two times for exceeding sales targets and ensuring a strong market presence through the execution of impactful marketing strategies.

Educational Background

Bachelor of Mass Communication • Virtual University

I.C.S • Former Christian College