

AHMAD FAISAL KHAN

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Date of Birth: September 18, 1980.



OBJECTIVE

I am Self Motivated and willing to accept new challenges. My objective is to work with an organization which provides an opportunity in the field of Sales & Marketing where I can add value through my qualification and professional experience of 17 years, 7 years National Level Experience.

SKILLS

General Trade Sales Leader	Leadership & Team Management
Key Account Management	Forecasting & Targets Planning
Modern Trade Sales Expert	Business Development Management
Brand Store Management	Product Planning- OPSI Management
Channel Expansion & Management	Product Management
Sell in & Sell Through Management	Marketing Management
Sales Strategy Management	Market Planning
Training & Development	Channel Planning & Market Analysis
Relationships with Key Dealers	Competitive Analysis

PROFESSIONAL EXPERIENCE

Multynet Pakistan.

(July 18 ~ Mar 19)

Job Title: National Sales Manager

Achievement: 100%+ Revenue Growth during Tenure

Developed initial feasibility of the electronics new brand with the name of "**Multynet**".

- ✓ Heading of all Sales and Marketing Operations.
- ✓ Devised and implemented Sales and Marketing SOP's.
- ✓ Developed hierarchy for different departments and hire Sales team of 60 persons across Pakistan.
- ✓ Successfully organize Brand launch event with 600 plus dealers across Pakistan.
- ✓ Started business with Modern Trade.
- ✓ Done business with 250 Dealers in short span of time.
- ✓ Successfully achieved the 6 months target for new organization for FY 2018.
- ✓ Devised and implemented Sales and Recovery Policies.

PANASONIC (Distributor: Nagina Electronics)

(September 17 ~ June 18)



Job Title: Sales Manager - North, Central & Modern Trade

Achievement: 46% Revenue Growth during Tenure

- ✓ Channel development (General Trade & Modern Trade) and Team Development. Design, Maintain & Implement Company Policy and Direction in respective channels.
- ✓ Regain the consumer trust in Panasonic products, arrange promotional and brand awareness activities.
- ✓ Start Business with Hyper channel and develop hyper channel Team. Design an achievable sales budget for the 1st year of the organization.
- ✓ To achieve sales targets (monthly/Quarterly/Yearly) with proper planning for general trade and modern trade.
- ✓ Re-activation of the loyal Brand **(PANASONIC)** dealers of General Trade for starting business with the company.
- ✓ SIS development in different channels and ensure right product display at right place.

Changhong Ruba Trading Company (PVT) LTD.

(March 16 ~ June 2017)



(Ruba Group Internal Transfer from LG to Changhong Ruba)

Job Title: Head of Business Development & Retail Operations

Achievement: 67% Revenue Growth during Tenure

Lead complete Retail Operations of **“Changhong Ruba”** both Hyper Channel (Carrefour & Metro Cash & Carry) and Exclusive Showrooms.

- ✓ Training and grooming of junior associates for their assignments.
- ✓ Development of new showrooms with detailed survey, Analysis and Sales Forecasting Plan.
- ✓ Design, Maintain & Implement Company Policy and Direction in respective channels.
- ✓ Leading a team of 50 people in various locations. To achieve sales targets (monthly/Quarterly/Yearly) with proper planning both Hyper Channel (Carrefour & Metro Cash & Carry) and Exclusive Showrooms.
- ✓ Develop and Maintain good relations with Hyper Channel (Carrefour & Metro).
- ✓ Retail Operations improvements with proper SOPs & Policies.
- ✓ Strict monitoring KPI's of Team. Taking necessary actions, rewards, transfers, hiring & termination of services.
- ✓ Business review Reporting from Retail Operations Manager & Modern Trade Manager Daily/Weekly Monthly and
- ✓ Analyze future challenges to retail business of Changhong Ruba and prepare the team accordingly.
- ✓ Gathering information from showrooms & Hyper Channel (Carrefour & Metro) regarding competitor's activities and setting the line of action to overcome the competition.

LG (Distributor: Smart Vision Electronics)

(January 14 ~ February 16)



(Ruba Group Internal Transfer from Changhong Ruba to LG)

Job Title: Marketing Head

Achievement: 68% Revenue Growth during Tenure

- ✓ Yearly targets planning, budgeting, design and execution of sales strategy and achieving of Sales Targets of **“LG”**.
- ✓ Taking care of company's showroom retail business management and expansion. Full responsibility of sales to Key Accounts, for all LG products and solutions.
- ✓ Relation building with key accounts, Focus on consultative selling by face-to-face relationship building and demand generation in Modern Trade and General trade. Travel across Pakistan to support team in achieving their sales targets.
- ✓ Product Planning Execution, SKU selection, OPSI management, order placement accordingly, Sales forecasting and maintain healthy aging of the inventory in hand.
- ✓ Implementation of 4P's concept with its true spirit. Sales Promotional Campaigns to boost up the sales.
- ✓ For Healthy and complain free sales had close coordination and keep an eye on service operations and logistics to utilize them effectively to boost Sales.

Changhong Ruba Trading Company (PVT) LTD.

(January 13 ~ December 13)

(Ruba Group Internal Transfer from Sony to Changhong Ruba)



Job Title: Marketing Manager - BTL (Pakistan)

- ✓ Products & sales training, Market survey & analysis, Display guideline & supervision of **“Changhong Ruba”**
- ✓ Marketing BTL planning & budgeting with efficient Cost control.
- ✓ Training planning (staff, sales team, dealer, FSM) & executing, supervision (follow up, examine, guiding).
- ✓ National or regional campaign design & supervision.
- ✓ Daily communication with product managers and sales team to improve sales. Selling trends, price mapping of different competitor's products, sales comparisons and analysis.

SONY PPE (Pvt.) Ltd.

(April 07 ~ December 12)

Job Title: Starting from Sales Executive to Regional Sales Manager



Achievement: 90% Revenue Growth during Tenure

- ✓ Design Sales Strategy to achieve the targets according to company **“SONY”** sales plan.
- ✓ Effectively analyze sales forecast against company sales plan and forecasting, distributing, results to senior Management for future decision-making.
- ✓ Creating and managing all Sony Display development activities in the region.
- ✓ Taking care of company's showroom retail business management and expansion in the region.
- ✓ Confidently handling of different categories of customers and contributing in achieving sales at premium price.
- ✓ Deliver proper product knowledge and product updates if any to the customers.
- ✓ Organize and conduct training sessions regarding products for floor sales persons in the region.
- ✓ Resolve customer problems in regards to service and other related matters.
- ✓ Dealer control with building good relations with them. Review dealer's problem & rectify them by finding the root causes. Maintain price control to gain dealer confidence.

TRAININGS & CERTIFICATIONS

- Leadership Skills
- Teamwork & Motivations at Workplace
- Path to Leadership
- Positive Thinking
- Time Management

PROFESSIONAL QUALIFICATION

- Bachelors of Sciences in Information Technology.