

USMAN HAMEED

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Current Location:

Dubai, UAE



OBJECTIVE

To join a fast-growing organization that requires a Sales professional. With more than 11 years of experience in the field of Retail & Sales, I have a clear understanding of marketing strategies and the working environments with a zeal for customer satisfaction and expertise in negotiating abilities resulting in better profits for the company.

Core Skills

- Highly experienced professional with 11+ years' experience in the field of Sales & Marketing.
- 5 years GCC experience in Retail sales & marketing.
- Specialties include:
 - o Team Leader
 - o Business Development
 - o Business analysis
 - o Product management
 - o Operational Improvement
 - o Customer Relationship

EXPERIENCE

Mar 2016 – Till Date	Retail Manager – GCC HTC Smartphones
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- Handling regional Sales & Distributors (15 Van sales and Field force team) along with Sales manager (UAE, Oman and KSA).
- Driving Sell In / Sell Thru / Sell out.
- Efficiently handling all Retail Channels sales which is contributing 90% of total sales in MS.
- PRM Management as per Market demand.
- Price positioning strategies & execution with Positive ROI.
- Focused on increasing Brand awareness and Retail positioning
- Plan, initiate and execute the quarterly plans to increase the market share.
- Managed and coordinated on HTC Brand guidelines with distributor, partners and agencies
- Communicating regularly to deal with Buyers, Marketing managers, Store Managers and Regional managers of major Power Retailer
- Identifying short and long-term growth opportunities
- Maintaining tight budget control over Retail spends
- Keeping up to date with market trends and competitor activities
- Budgeting Marketing funds for ATL and BTL Activities
- Being a point of contact to retailers/partners and trying to resolve any issues that comes up
- Collecting and communicating customer requirements to necessary departments
- Providing technical support to partners, as and when required
- Monitoring the effectiveness of any marketing campaigns
- Ensuring the availability of selling stock at all locations, at all times
- Coordinating the communication of product changes, price changes, etc
- Manage the retail field team for whole of UAE's coverage, including the Field Merchandisers, coordination with distributors, Sales staff, and back office retail team

Achievements

- Was able to gain good market presences with minimum budget spends
- Conducted activates which were able to justify ROI
- Single handed activated major events like Gitex/DSF and Product GCC launch events

Mar 2016 – Till Date	Key Account Manager UAE HTC Smartphones
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- Account manage: Major retailers Across UAE (Carrefour, Sharaf DG, Emax, Axiom, Jumbo, Souq)
- Key Responsibilities Roll out of Business Plan to Strategic Partners and Managing, developing HTC
- Planning Sell-in and Sell-out Targets on Quarterly basis with Vendor and Partner.
- Designing Sales Promotions and Incentive plans to drive sellout.
- Increased Brand Market Share in the designated Markets Q to Q
- identifying and assessing a client's critical needs.
- Identifying short- and long-term growth opportunities.
- Presenting business proposals to prospective clients.
- Being a point of contact to priority customers and resolving any issues that they have.
- Conducting regular Business Reviews with customers and suppliers.

Achievements

- 12% growth in sales from Q TO Q
- Increased HTC Mobile Activations by 15% from Q TO Q
- Based on good communication and professional relation with Retailers was able to gain free access to Marketing campaign sites instore and Online

Dec 2014 – Mar 2016	Country Admin - HTC Specialist & HTC Discovery HTC Smartphones
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- Conducting activities regularly to keep retail sales staff engaged (Weekly & monthly activities)
- To make sure that all the communication of HTCS is done regularly to create awareness among RSPs. Communication includes (Activities, News articles, alarming old users to be active on HTCS, New launch activities)
- Prepare HTCS budgets for activities for HTC Specialist regularly.
- Prepare Quarterly Budget and activities plan for the portal
- Driving Sellout through portal activities

Achievements

- Successfully activated 3000 Retails sales professionals on portal UAE
- Successfully achieved good sellout through retail staff using portal (2015-16 Sellout reported on portal 70K HTC smartphones)
- Created a great awareness among Retails sales staff for HTC weekly sales and Quiz activities

Jan 2014 – Dec 2014	HTC Brand Ambassador HTC Smartphones as Brand Ambassador across U.A.E
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Jan 2010 – Jan 2014	Key Account Executive HP (Hewlett-Packard) as Key Account executive (Carrefour, lulu and Sharaf DG)
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Mar 2009 - Dec 2009	Sales Executive Worked for SAMSUNG GULF as a Sales Executive in various Malls of Dubai & Sharjah
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Dec 2008 - Feb 2009	Product Specialist Worked for PROMATE L.L.C as a Product specialist in various Malls of Dubai & Sharjah
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Jan 2008 - Nov 2008	Product Specialist Worked MERLIN DIGITALS L.L.C (Soft magic system) as a Product specialist in various Malls of Dubai & Sharjah
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EDUCATION

2006 – 2009 Completed 'O' level from the **OXFORD SCHOOL** Dubai.
2006 – 2019 Ongoing MBA from Swiss business school

DRIVING LICENCE

Holding a valid light vehicle-driving license. (Dubai since 2009).

LANGUAGES

- English	:	Read, Write & Speak	} FLUENT
- Urdu	:	Read, Write & Speak	
- Hindi	:	Speak	

PERSONAL DATA

Gender	:	Male
Date of Birth	:	May, 1 st , 1991
Citizenship	:	Pakistan
Civil Status	:	Married
Religion	:	Muslim

Declaration:

I do hereby declare that the information given above is true to the best of my knowledge.