



SYED



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Academic Qualification

	Master of Business Administration-(Marketing)	PIMSAT - Karachi	2003-2005
	Bachelor Of Commerce	University of Karachi	1998-2000
	Microsoft Certified System Engineer	SYSNET Software House- Karachi	1996-1998
	Cisco Certified Network Associate	SYSNET Software House- Karachi	1996-1998

Professional Experience

Supply Chain Manager: PIRE MIDDLE EAST FZCO – Dubai, U.A.E. **April 2023-Present (10 mos)**



- Lead in inventory management, ensuring optimal stockholding, timely replenishment, and minimizing obsolete inventory risks.
- Collaborate with the Sales and Marketing team to optimize inventory turnover and generate new orders.
- Liaison with the cross-functional departments (Sales/Marketing/Warehouse) to understand customers' needs or directions, adopt an improved supply chain and a strong business foundation, and follow the FIFO on orders.
- Reconcile all the invoices and authorized payments in an efficient and timely manner.
- Monthly meetings with all key customers to make a better customer service strategy.

“IFFCO is a multinational group based in the United Arab Emirates. Established in 1975, which manufactures and markets a well-integrated range of mass-market food products. IFFCO runs 95 operations in 49 countries around the world and is the leader in the most diversified groups in the Middle East”. >> <https://iffco.com>

Associate Manager _ Customer Service: AN IFFCO GROUP CO. UAE **Oct 2021-Apr 2023 (1 yrs. 7 mos)**
(IFFCO Chemicals FZE- Hamriyah Port Sharjah)



- Replenishment and managing local and export orders based on safety stocks cycle as per call-off/schedule from customers.
- Monthly S&OP meeting review adherence to set KPI to promote effective communication with internal & external customers for smooth deliveries of requested goods. If any shortfall in order quantity timely identifies it with a team.
- Responsible for transportation/logistics activity like vessel schedule and container booking for firm orders given by sales team/customers.
- Reconcile all the invoices and authorized payments in an efficient and timely manner.
- Ensure to keep CCFOT 95% on each order, update the loss tree, and share with the respective team for improvement.

Associate Manager _ Procurement: AN IFFCO GROUP CO. UAE **Aug 2018- Sep 2021 (3 yrs. 1 mon)**
(AL AIN National Juice Refreshment Company L.L.C)



- Research potential vendors as per request received from internal departments.
- Compare and evaluate offers from suppliers. Negotiate contract terms of agreement and pricing.
- Prepare commercial quotes comparison and make favorable quote L1.
- Prepare RFQ's with approved specifications and commercial terms as per the company's guidelines.
- Preparing various reports as required by the management from time to time.
- Negotiate and manage logistical operations with local transporters for inbound and outbound.
- Establishes and maintains relationships with vendors and resolves disputes.
- Develops and implements strategies to optimize contract negotiations, renewals, invoicing and conducts visits to evaluate vendor performance. Ensure compliance with regulations and industry standards.

Jun 2012 - Jul 2018 (6 yrs 1 mon)

Associate Manager _ Customer Service: AN IFFCO GROUP CO. UAE

(Emirates Refining Company L.L.C. Port Khalid Sharjah)



IFFCO

- Responsible for overseeing the entire order management process. Order to cash for the entire Middle East & local customers. Involved in building and implementing policies and procedures to deliver a high level of customer service. Acting as the first point of contact for customer's internal departments, outside agencies, and service providers.
- Liaison with cross-functional internal team members, ensuring order accuracy, managing inventory levels, and optimizing the order fulfilment process to meet customer expectations.
- Managing logistics across a geographically diverse region involves coordinating transportation, warehousing, and distribution activities. That includes ensuring timely and efficient delivery of products to customers while optimizing costs and maintaining service quality.

Key Achievements:

Successfully Managed (Distributors/Agency: 4; SKU's: 450 +; Co-Packer:1)

Achieving customer case fill-on time (CCFOT) 98%, surpassing the targeted rate of 95% without any sales revenue loss. This achievement was driven by close collaboration and alignment with the demand planner, (Ordering).

Successfully decreased the total inventory value by 15% while maintaining 10% growth annually, in addition to 53% drop in disposed inventory and consequently 24% expired stock returns.

Assistant _ Customer Service: UNILEVER GULF FZE

Jul 2007- Jun 2012 (5 yrs)

(Unilever's Lipton Jebel Ali (LJA) Tea Factory -Dubai)



Unilever

- Lead customer service & and logistics operations for Lipton Tea factory (Jebel Ali FZE) based in Dubai.
- Replenishment in 7 GCC countries, complete order cycle operations.
- Monitor and manage inventory levels to ensure optimum inventory level at all times to avoid aging inventory situations. Oversee preparation and maintenance of shipping and customs documentation while ensuring compliance with Jebel Ali Port customs regulations to avoid penalties.
- Brought about significant cost control through controlling maximum load optimization, space management, & and fleet uptime. Also maintained inventory level covering 4 to 5 weeks of stock cover to achieve sales targets.
- Facilitate the S&OP Team, discuss and identify key risks and opportunities.
- Ensure inventory accuracy and First Expire First Out (FEFO) in practice.
- Lead continuous improvement meetings with distributors to discuss market performance, orders & and shipment schedules. Weekly call with Supply Hub to expedite orders and production thereof. Shipment schedules were discussed to reduce constraints and business uncertainties.

Key Achievements:

Successfully managed Service Level Agreement (SLA). Continuously adhered by distributors with respect to agreed stock cover and the orders placed thereon-Write-off's from 13% to 8% to \$18M.

Service level responsibility along with Supply planning- (SOTIF) from 56% to 95%

Worked with an extended team to deliver the Gold Standard in Customer Service Strategic Thrust (as part of Win-with-customer) – CCFOT from 68% to 91%.

Manage SLOB items (Validate the ownership, follow up w/off approval)- Reduction by 18%

Received Directors Award "CAN DO" for Clearing GIT for (+ \$1Million) value in the Fiscal year 2009-2010.

Assistant _Customer Service: PROCTER & GAMBLE / GILLETTE PAKISTAN

Mar 2005-Jul 2007 (2 yrs 5 mos)



- Carrying out timely shipments by ensuring proper shipping instructions and generation of invoices.
- Liaising with the marketing and category sales department on allocation of stocks.
- Managed stock shipment replenishment against the monthly allocation.
- Order Management – Zero Day Operation.
- Managing 92 Metro –Non-Metro Nationwide customers.
- Handled Distributor Credit Monitoring, Order Management, and Claims Management.



- Arranging logistics for the moment of Finish Goods to respective locations.
- Ensure finished goods flow conforms to Quality SOP.