**MUHAMMAD ALI**

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|  | **SUMMARY** |  |

What I bring to the table is LOYALTY. My first responsibility is to my company and to my team. I respect and learn from the existing talent and support what is working so that which is not working naturally filters off. But, I am also not afraid to roll up my sleeves and disrupt the status quo. How else one can improve the most established of brands?

I am progressive. I engage people by involving them in strategy, providing them with the resources for peak performance, and celebrating their victories. I streamline processes taking care of the duplicative and redundant ones. And I have always left my teams stronger with sustained business results, even after I have moved on to new assignments.

I am strongly committed to sustainable leadership while building new business, securing customer loyalty, and forging lasting relationships with external business partners.

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|  | **SKILLS** |  |

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| * Communication | * Branding |
| * Team building | * Customer insight |
| * Management * Product knowledge | * Sales * Strategy |
| * Market research | * Customer relations |

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|  | **ACCOMPLISHMENTS** |  |

* Achieved Performer of the month consistently for **23 months** and promotion every **6 months** while at Axact
* Achieved sales profit of ***4.2 million PKR*** on yearly basis for Trend Tex International
* Contributed ***1.3 million CAD*** in personal sales, 10% of Home Office Sales in a year at Best Buy Canada
* Ranked **No. 1** twice in Eastern Canada and several times in the District
* Twice selected for annual ***Vendor Fair*** on top sales performance throughout the year with Best Buy Canada

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|  | **EXPERIENCE** |  |

**Karachi, Pakistan**

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| **Real Estate Agent** | **Jun 2015 – Jul 2016** |

**AXACT**

**Karachi, Pakistan**

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| **Senior Executive, Internal Audit – Business Unit** | **Mar 2013 – May 2015** |

* Developed along with Cross Functional teams the Standard Operating Processes.
* Monitored and continually improved standards of performance and quality within the operation while establishing and implementing departmental polices, goals, objectives and procedures.
* Designed and delivered comprehensive training material to the newly established teams focused on customer relationships, business process and ordering systems.
* Managed day to day KPI metrics of sales teams by keeping detailed performance reporting and holding regular performance reviews to discuss current and past performance.
* Calculated various forms of bi-weekly, monthly, semi-annual, quarterly and annual bonuses while working with various departments to ensure that the required information for calculations were received and processed in a timely manner.
* Created and administered several merit processes to ensure that employees are reviewed in a timely manner and receive an appropriate merit increase.
* Drafted and delivered executive level summaries for various reporting requirements.

**TRENDTEX INTERNATIONAL**

**Karachi, Pakistan**

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| **Business Developer** | **Jan 2010 – Feb 2013** |

* Designed future business process based on requirements of the stakeholders involved.
* Developed new business opportunities by focusing on sales strategies and generating new ideas and action plans.
* Incorporated technology into Client Sourcing.
* Relationship Management – Consistently developed strong, sustainable relationships with client base, ensuring repeat business.
* Increased Company yearly revenue 22% by implementing the other income concept.
* Provided results in volatile economy with textile recession.
* Target (profit PKR 1,000,000) Achieved (PKR 4,200,000).

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|  | **INTERNATIONAL EXPERIENCE** |  |

**CARLETON UNIVERSITY**

**Ottawa, Canada**

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| **CUTV Student Centre / Physical Recreation and Athletics Representative** | **Sep 2006 – Jul 2009** |
| **Network Administrator** | **Sep 2000 – Jul 2003** |

* Administered networks, diagnosed network problems and maintained network security.

**BEST BUY CANADA LIMITED**

**Ottawa, Canada**

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| **Product Expert Sales, Home Office** | **Jul 2003 – Sep 2006** |

* Managed Home Office department to achieve store revenue, margin, accessories and customer service goals.
* Team Development: Engaged underperforming talent by instilling purpose, involving employees in strategy, in addition to strengthening career path support. Left legacy of leadership, developing team members who later took over executive roles.
* Always led by example by providing consistent exceptional service standards.
* Set clear goals, working standards and expectations to monitor performance levels, established accountability along with corrective action.
* Made work meaningful and rewarding while fostering high performing work environment.
* Responsible for the management of staff in the store including reviewing staffing levels/requirements, identifying training needs and administering performance measurement on a continual basis.
* Closely monitored sales and margin performance of the store while maintaining awareness of the market trends and competition to understand forthcoming customer demands and initiate sales techniques to increase sales.
* Recognized for the ability to adapt, support and effectively communicate fluctuating priorities while maintaining an enthusiastic workforce.
* Planning and Inventory: Effectively planned and forecasted in order to maximize the profitability of the inventory flow. Implemented sales plans and financial analysis.
* Oversaw the merchandising team and ensured that all Business Development Agreement deals were implemented.
* Maintained customer satisfaction and loyalty by solving customer issues in a timely manner while keeping business profitable.
* Attended and proactively participated in numerous trade shows, exhibitions and vendor fairs to collaborate with the corporate stakeholders and to report results and implement new policies and procedures.
* Managed the entire store operations while manager on duty.

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|  | **EDUCATION AND QUALIFICATIONS** |  | |
| **ICND 1** - CISCO CERTIFIED  **BACHELORS OF ARTS:** ECONOMICS WITH MINOR IN COMPUTER SCIENCE  Carleton University Ottawa, Canada  **BACHELOR OF SCIENCE:** PHYSICS, DOUBLE MATHEMATICS  Bahauddin Zakariya University Multan, Pakistan  **HIGHER SECONDARY CERTIFICATE:** SCIENCE  Aitchison College Lahore, Pakistan | | | 2011  3rd Year  1998  1994 | |

**Job Seeker First Name / CV No: 1800948**

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