Asif

[Asif.310078@2freemail.com](mailto:Asif.310078@2freemail.com)

Dear Sir,

Here is a brief and simple description of my experiences.

|  |  |  |
| --- | --- | --- |
| **Tenure** | **Employer** | **Position** |
| Jan 15 - Present | TNT Worldwide | Quote Desk & Special Services Development Manager  Saudi Arabia & Bahrain |
| Mar 13 – Dec 15 | TNT Worldwide - IKEA | Operations Manager / Contract Manager |
| Feb 12 – Feb 13 | TNT Worldwide | Territory Sales Manager |
| Sep 07 – Jan 12 | Bridges | Sr. Account Manager / Account Director |
| March 01 – July 07 | IMC | Field Marketing Manager |

I would welcome the opportunity to further discuss my skills and your available position. If you have questions or would like to schedule an interview, please contact me on

I have enclosed my resume for your review and consideration. I look forward to hearing from you soon.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Personal Summary  Core Competencies  Experience | Highly motivated and entrepreneurial possess a through knowledge of Modern Management Techniques mainly relating to concepts which have relevance to sale & marketing, operations, airfreight, sales promotion & Advertising. 16+ years working in a Saudi Arabia can be put to optimum use, backed by an MBA and international work experience. Excellent analytical and creative skills allow the development of relevant and cost-effective business strategies. Results oriented, can withstand high levels of pressure and excel in any given situation.   * Result oriented; Avenue to close new accounts, accelerated revenue and better retention. * Operations experience; in handling big projects like IKEA. * Extensive Direct marketing experience; in identifying opportunities to enhance existing business and evaluating growth opportunities in markets. * Business development experience; new clients both local and international. * Leadership and team building; through hiring, training, and development. Inspiring and managing team. * Innovative and creative thinking; achieving objectives with limited resources. * Strategic and tactical planning; focusing on both day-to-day and long term.     Dec 2015 till Present TNT Worldwide Jeddah, KSA  Quote Desk & Special Services Development Manager (Saudi Arabia & Bahrain)   |  | | --- | | Currently working in TNT Express as Quote Desk & Special Services Development Manager the objective is to implement the agreed strategy for the profitable development of Special Services and core service business within TNT Express. Responsible for revenue generation and retention, and employee and customer satisfaction. Maximise profitability and revenue opportunities by supporting the team in identifying and acting all selling, revenue generation and retention opportunities. |   Responsibilities   * Handling Saudi Arabia and Bahrain 2 departments’ special services and core business with the weekly revenue of SAR. 900K approx. * Contribute to the development of the Business / Operating Unit Quote Desk and Special Services operating plan, taking into account the needs of customers, shareholders and employees. * Developing airfreight business (Heavy Shipments) & dealing with vendors worldwide * Ensure the achievement of business and functional objectives by meeting and exceeding performance standards and targets as measured through key performance indicators. * Support implementation of the Quote Desk and Special Services initiatives and projects in accordance with stated requirements. * Understands customer retention and customer growth indicators and implement any agreed actions with cross-functional colleagues or make appropriate recommendations to management in order to improve results. * Develop and deploy good customer relationship management practices and activities within the function. * Ensure a strong focus on customer service and experience competencies development and quality in order to delight customers. * Ensure that regular Quality Monitoring and Evaluations take place in line with the set process and incorporate findings and corrective actions into regular employee coaching. * Identify ongoing service issues and recommend solutions to management. * Maintain an awareness of customer needs and potential service issues through in-depth analysis of recorded data and maintaining regular customer contact. * Respond quickly to any intra-day changes in resource requirements, based on the needs of customer accessibility and service levels. * Understand the headcount budget which enables excellent accessibility for customers, and effectively managing cost. * Maintain, communicate and test disaster recovery procedures to minimise service disruption to customers in the event of equipment failure, or other events that may affect accessibility. * Implements actions and objectives to ensure performance and efficiency is improved in order to deliver on the agreed targets and objectives * Ensures that the technology required to support optimisation is implemented in accordance to agreed timeframes * To manage the functional budget in line with Working Capital Management principles in order to create value to the business and shareholders. * Maximise return on investment. * Provide input through the preparation of the functional budget and thereafter measure and manage costs in line with the agreed budget. * Ensure effective use of the Service Recovery budget by ensuring compliance to Service Recovery procedures and minimising costs through corrective actions.   Mar 2013 till Dec 15 TNT Jeddah, KSA  Operations Manager (VAS – TNT - IKEA)   |  | | --- | | Worked in TNT Express as Operations Manager I was responsible for managing all operational activities and deliver service quality performance in conformance with the IKEA Contract Standards, ensuring a professional image is presented, whilst reviewing, establishing cost against agreed Budget Targets are within the frame work of cost management to achieve overall profitability. |   Departmental and cross-functional process improvement   * Create and maintain a close working relationship with staff regarding activities that impact the collection department. * To liaise with customers and the sales force and visit customers where necessary/appropriate * Monitoring quality, efficiency and risk to ensure controls are effectively in place and implementing corrective actions where appropriate. * Identify and correct weaknesses in process or system efficiency * Provide performance management reports to superiors. * Ensure the involvement of those with the appropriate expertise and accountability. * To manage the processing of stock return cheques from the Daily Delivery and Assembly process in accordance with IKEA policy requirements. * To ensure all materials are presented to the Scheduler to meet required booking plans. * To ensure that all data relating to POS bookings is accessed and processed in accordance with IKEA Work Policy and TNT docket book requirements. * To ensure that all completed POS dockets are effectively communicated thus ensuring pre-booked appointments remain effectively time managed. * To ensure having complete proper uniforms at all times during working hours. * To establish and achieve optimal productivity levels at all times. * Managing lead time and team’s productivity. * To liaise with IKEA Customer Services Manager for a smooth business relationship. * Maintain Lead Times – D&A (Kitchen + Normal Furniture). * Customer services, and capacity utilization – of available resources (manpower + vehicles)  |  | | --- | |  |   People management   * Manage 300+ staff across K.S.A. * Ensure the compliance to formal recruitment procedures, with Human Resources. * Ensure effective communication and dissemination to all staff in the D&A team. * Through training and coaching, ensure that staff are equipped with the right skills, knowledge, competencies. * Establish a coaching mindset and culture in the team by ensuring that regular and effective coaching is in place for all employees and supporting the Team Leaders in their coaching practices. * Ensure that the correct processes for employee counseling and/or discipline are in place. * Ensure that management are aware of the needs of employees through the effective management of employee satisfaction surveys and accompanying action plans, and through two-way through forums and suggestion schemes. * Promote the corporate values through active participation in the corporate initiatives. * Comply with all Company related policies, procedures and legal requirements (HR, Health & Safety, Security, etc.). * Provide performance management reports to superiors   Feb 2012 to Feb 2013 TNT Jeddah, KSA  Territory Manager (Sales & Marketing)   |  | | --- | | Worked in TNT Express as Territory Sales & Marketing Manager. The objective was to achieve trading base and profitable revenue growth. Enabling high levels of retention and acquisition of new business within the Ad-hoc, Small, Medium and Large customer classifications. |      * To win and develop customers in order to generate and meet revenue targets within the guidelines set out within the commercial policy and centrally agreed sales processes in order to meet both individual and team activity and productivity activity standards. * Plans and prepares for sales visits to both existing and prospect customers e.g. contact person, address, trading history, etc. * Performs visits to appropriate contacts within existing and prospect customers according to the standard activity standards and centrally agreed sales processes. * Consistently presents the full range of products, services and technologies to every customer. * Wins new customers through the closing of business on simplified tariffs. * Develops existing customers via up-selling and or cross selling. * Reviews sales performance and prepare presentations as necessary for sales meetings and weekly debriefs * Provides input as required into the quarterly sales reviews. * Forms professional and appropriate relationships within customer organizations through face-to-face contact in order to meet customer needs. * Provides a channel of communication between TNT and its customer, facilitating resolutions of complaints and queries (i.e. service failures, invoice queries) specifically performs follow-up visits with existing Medium and Large customers. * Ensures customers are kept up to date with relevant TNT information and reports. * Establishes appropriate relationships and communicates with other relevant functional areas. * To gather competitor and customer data in order to create awareness of local market trends and competitors activities. * Interacts with customers, face-to-face, to establish market information specific to them. * Observe local market trends and relates impacts upon their customers. * Collects competitor intelligence e.g. Rates & brochures, etc. * Shares information within the sales team to identify the most applicable TNT service against competitor product offers. * Passes on the information gathered to the National Marketing department for further analysis.   Sept 2007 to Jan 2012 Bridges Jeddah, KSA  Sr. Account Manager, Client Servicing Department  Worked in Bridges as Sr. Account Manager than promoted to Account Director Inspiring and managing an account team and serving as the key contact to CEO. As Sr. Account Manager, I had 3 Account Manger’s, 3 account executives and 1 assistant/data entry operator, five supervisor’s and more than 100 merchandisers and promoters in the Head Office working for me to assist in keeping our clients activities active. The other branches like Dubai, Oman, Bahrain, Qatar, Jordan, Riyadh and Dammam based client s are completely managed by me with the support of our branch managers and supervisors.   * Playing a pivotal role in the development of marketing strategies, identifies opportunities to enhance existing business, evaluating growth opportunities in markets and explores value-creating opportunities etc. * People management (time keeping, scheduling and dedicating jobs). * Serving as the account team’s main day-to-day contact and providing direction, as well as judging resulting work and recognizing whether it meets the brief requirements. * Demonstrates working knowledge of each area of agency’s resources in order to evaluate recommendations before presenting to the clients. * Proactively finds new ways to build the client’s business and grow accounts. * Develops sales/business by making initial presentation. * Closes sales/business by overcoming objections; preparing contracts. * Contributes information to sales/business strategies by evaluating current product results; identifying needs to be filled; monitoring competitive products; analyzing and relaying customer reactions. * Events Management. * Creates an action plan for all major development projects, with relevant milestones and appropriate measurements. * Masters and maintains vast knowledge of client’s business, competition and latest agency news and trends. * Prepares business case for review and decision by executive management. * Overseeing the creative and production of all campaigns produced.   My clients included both multinational and local companies like:  **GTC** (Colgate, Lady Speed Stick, Max Fresh & Palmolive), **Nana**, **Henkel** (DAC, DWL, Disinfectant, Percel & Lance), **Fonterra** (Anlene milk & Anchor milk and cheese), **Samsung** (Home appliances & Consumer electronics), **LG** (Home appliances & Consumer electronics), **Sony Ericsson** (Mobiles), **ART** (Pehla and ART packages), **Wrigley's** (Extra chewing gum), **Danone** (Milupa milk), **Iffco** (London Dairy Ice cream, Al Baker Parata, Noor Oil & Mayonnaise), **Miranda** (Soft drink), **Tang** (Juice), Mars (Snickers), **Sadafco** (Ketchup, Saudia milk, cheese and juices), **McDonald’s** (KSA restaurants), **Al Safi** (Laben & activia)& **P & G** (Gillette, Pampers, Always, Olay, Silk appeal & Braun).  March 2001 to Jul 2007 International Marketing Communications Jeddah, KSA  Field Marketing Manager  Initially joined as Field Marketing Manager for IMC which is a full-fledged Advertising and Sales Promotion agency fully owned by Binzagr group of company in the Kingdom. IMC is one of the largest Sales Promotional and Event Management Company in the Kingdom. This exposure has given me an excellent opportunity to understand the market practices, conduct of business and corporate structure prevalent in the Kingdom and the Gulf States. This section of the business comprise of almost 80% of our total business turnover.   * Delivers the Sales & Marketing Forecast & Budget & contributes to policy-making covering planning, pricing, margins, sales channels, future service/product definition/ selection, etc. * Handling merchandising projects (Unilever, United Sugar and best foods) and handling over 150 manpower including sales persons, supervisors and merchandisers etc. * Handling operation department for different projects. * Manages Marketing Strategy/Budget including: Marketplace Opportunity Assessment, SWOT & Competitor Analysis and recommendations; Above/below-the-line promotion, advertising & awareness campaigns; Regular, targeted, exhibitions, seminars, email campaigns; Marketing materials/documentation; CRM/Automated system to quantify/measure/ Marketing Plan: Activity Calendar/Activities/Events/Press Releases & Media Relations. * Developing strategies (from conception to implementation) for getting new business relating to mainly Sales Promotion (Retail & Wholesales), Product Launches (Exhibitions, Supermarkets etc.), Event Management (Schools, Colleges & Universities), In-Store Research, Merchandising etc., serving existing relationship and acting as a liaison between the client and our production/creative staff to develop an advertising campaign. * Act as a primary point of contact for client. * Leads day to day management and optimization of client campaigns.   My main clients were included both multinational and local companies:  **Unilever** (Consumer products), **Heinz** (Ketchup & Baby Food), **Arabian Trading Supplies** (L’Oreal, Garnier and Maybelline), **Sopexa** (Dairy products and chickens), **Supreme Foods** (Tanmia Chicken), **Binzagr** (Own brands), **Nashar** (Taj cream & Al Jazzar meat), **Nahdi medical** (Pharmacies), **Abbar & Zainy** (Lavache qui Rit, Sadia chicken & Sabco chicken), **Naghi** (Philips), **Friesland** (Rainbow milk), **Reckitt Benckiser** (Dettol, Vanish, Veet and Pifpaf), **Halwani** (Mamoul), **KDD** (Ketchup & Juices), **Americana** (meat & cake) and **Unites Sugar Corporation** (Usra Sugar). |
| **Education** | **MBA – Master of Business Administration**  1997 – National Collège of Business Administration & Economics Lahore, Pakistan   * **Specialization in Marketing** |
| Certificates | * Dangerous Goods Category 6 (DG Specialist) * The Way We Quote * The Way We sell * The Orange Leader * Perfect Operations & Warehouse * Fast Interactive Quotation System (FIQS) |
| Skills  Competencies | Language: Excellent oral and written English and Arabic.  Decision Maker  Computer: All major business applications.  Understanding of the overall media landscape and the internet channel.  Day to day client management experience.  Strong project management skills.  Preference to work in a structured environment.  Extremely organized and highly motivated.  Excellent verbal / written communication skills.  Experienced in giving presentations to the clients.  Demonstrated commitment to team work and account results.  Understands customers & markets  Engages & inspires others  Champions development  Drives strategic change & innovation  Realises performance through others  Drives for results  Demonstrates business ethics |
|  |  |