**Haroon**

Sales & Marketing Manager

16+ year’s Experience, USA, Middle East & Africa

**Personal Details**



DOB: 07-01-1973

Male / Married / Pakistani National

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**Summary Profile**

An accomplished and result oriented sales professional with over 16 years of progressive experience spanning across the Automotive and Telecom industries. Work experience encompasses roles in developed markets (USA) and emerging economies (Africa & UAE) thus possessing a complementary blend of understanding multi-tiered dynamics.

**Work Experience**

**Autoredo FZE -** August 2015 to Till Date

Sales & Marketing Manager

Head quartered in Brussels with a regional office & warehouse in Dubai, Autoredo is a market leader in direct sales of brand new tropicalized vehicles, automobile spare parts and accessories.

* Reporting directly to the CCO, my position is responsible for the management of sales, business development, revenue growth and marketing of the Company’s products for the MENA region.
* Leading, motivating and training a team of 8 business development managers.
* Develop revenue enhancing strategies in line with changing market trends to ensure sales targets are achieved.
* Ensuring customer service standards are upheld at all times while continuously identifying improvements in internal processes.
* Close monitoring of the VIP/Corporate customers desk to enhance existing relationships, nurture customer loyalty and increase recurring business.

**Key Achievements**

* Y-O-Y increase in annual revenues over FYE2014 of 27% for FYE2015.
* Increased VIP/Corporate client’s portfolio by 22% over FYE2014.

**AWRostamaniArabian Automobiles LLC (Nissan) -** September 2013 to July 2015

Exports & Retail Manager

AWRostamani is amongst the largest local conglomerates in the Middle East. Their presence spans across several industries like automotive, real estate, interior design and IT employing over 3,500 individuals.

Headhunted by Arabian Automobiles in Dubai from my job in Africa, I was tasked with managing the Export and Retail divisions for Nissan.

Responsibilities

My responsibilities included increasing the bottom line in core markets as well as heading up the export department for Sales to West Africa, Ghana, Mauritania, Angola, Jordan and Iraq.

**Tokyo Autos, Kampala (Uganda) -** April 2011 to August 2013

Manager, Sales & Marketing

Tokyo Autos, based in Africa is a leading Car Importer, procuring directly from Japan as well as Re-Exporting. They operate out of a state of the art custom bonded warehouse to ensure a robust inventory to facilitate demand.

My role as Manager, Sales & Marketing was to set up a sales framework and methodology to scale up a mid-size business with potential, to a large business with multiple geographic revenue streams. Within this I had to achieve monthly sales targets whilst capturing market share locally in Uganda and export wise in Tanzania, South Sudan Congo, Kenya Mombasa & Burundi.

**Ring Distribution (An ORASCOM Telecom Subsidiary) -** March 2006 to Nov 2010

Distribution Manager

Ring Distribution focuses exclusively on GSM products, retail, distribution and related services and wasamongst the leading wholesalers in the Middle East, North Africa and Sub Continent region. Ring Distribution is a wholly owned subsidiary of Orascom Telecom (listed on the London Stock Exchange) and is one of the world’s leading international telecommunications company with revenues in excess of US $5 Billion in 2008.

Responsibilities

* My roles were to handle the marketing strategy for this multinational company’s operations across Pakistan.
* Managed all aspects of distribution across multiple channels nationwide.
* Trained, developed and motivated staff across distribution, sales and marketing.
* Coordinated with, managed and sourced new additions to the retail franchise.
* Account managed major corporate clients and oversaw PR related affairs.
* Responsible for quality control across service collection points and customer services.
* Handled end to end aspects of supply chain management and local logistics.
* Authorised signatory for all wireless products procurements.
* Member of the committee in-charge of product customization.

Achievements

* Increased subscriber base by 31% across Pakistan.
* Increased bottom line by 29%.
* Diversified franchise base by signing 105 new corporate clients.

**Wireless Warehouse Telecom, Manhattan, New York -** Feb 1999 - Nov 2005 (6 years 10 months)

Manager, Customer Service & Corporate Sales

Wireless Warehouse is a retail organisation specialising in Wireless Communications and an authorised dealer for brands including Blackberry.

Responsibilities

* Handle key accounts with banks and organization such as Lehman Brothers, Morgan Stanley and the New York Police Department (NYPD).
* Accountable to hit weekly sales targets and minimum client volume targets.
* Handle B2B Transactions.
* To maintain complete product knowledge of Nokia, Motorola, Sony Ericsson, Samsung, Siemens and Bluetooth products by attending workshops.

Achievements

* Hired as an in house sales representative, promoted to Sales Manager position within 4 month
* Increased monthly sales up by 15 – 18% within 6 months.
* Substantially increased my income due to commission earned from upgrades, up-selling and offering bundled products.
* Increased number of clients and the number of activations with sales expertise keeping in view market trends and profitability of the business.
* Nominated to attend Nokia’s intensive sales and marketing program, stages 1-3, held in New Jersey in 2001.

**Mobilink Telecom (An ORASCOM Telecom Subsidiary) -** May 1996 - December 1998 (2 years 8 months)

Manager Co-ordination & Customer Service

Mobilink is Pakistan’s leading provider of voice and data services with more than 38 million subscribers and has the country’s largest network of over 9,000 cell sites.

Responsibilities

* Responsible for Sales & Business Development
* Managed a team of 5 Sales Executives to set up the network and launch brand new locations
* Set up kiosks at various Malls & Distribution Channels
* Managed & monitored key franchises
* Accountable to hit weekly sales targets and minimum client volume targets

**Education**

1996, Masters of Business Administration - Marketing

National College of Business Administration & Economics

**Professional workshops and courses attended:**

* NOKIA – Platform and Evolvabilitydevelopment course.
* NOKIA – Sales and marketing program, stage 1 to 3.
* Motorola – Network training course.
* AT&T sales workshop.
* Verizon – Wireless technology and 3G support.