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**Tariq**

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*Senior Business Management professional with 15 years’ track record*

Management Profile: Head of Sales/ Senior Sales & Marketing Manager / Business Development Manager / Sales Manager / Marketing Manager / Key Account Manager

***Ability to build revenue generating workplaces and performance-driven companies***

Senior business management professional with significant experience in implementing complex business strategies for enhancing market penetration amidst stiff competition as well as developing & implementing successful management strategies to support corporate mandate; demonstrated expertise in utilizing acquired skills in accomplishing organizational business targets.

**Core Competencies…**

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| --- | --- | --- |
| * Strategic Planning | * Product Mixing | * In-store management |
| * Business Development | * Market Segmentation | * Channel Management |
| * Market Analysis | * Product Launch | * Client Relationship Management |
| * Dealer management | * Resource Optimization | * Team Building & Leadership |

Leadership Strengths & Highlights

* Assessment of market requirements to be communicated to various teams for accomplishment of business goals
* Managing & keeping great relationships with Key Dealers & Modern Channels with responsibility & ownership
* Proven ability in preparing sales forecasts, product pricing and launching new products in the market
* Well-versed in developing/maintaining large accounts and catering to large scale projects
* Adept at evaluating new product requirements prior to developing new products
* A Team player with versatile managerial skills with proven competencies in optimizing team dynamics uniting diverse agenda to common goal and harnessing strategic and operational drivers to deliver results
* Solid marketing capabilities to roll out strategic plans to build and retain strong base of prestigious clients
* Highly organized, disciplined and task-oriented with fine analytical, troubleshooting and administrative skills

Professional Experience

**Momin Group (Official Distributor of LG Electronics in Pakistan)  
National Sales & Marketing Manager- Pakistan   
 Mar 2016 to date**

- Heading overall sales & marketing operations for **LG Electronics** in Pakistan (Head Office in Lahore)

- Yearly business forecast & planning for TV / Appliances & RAC products  
- Developing & managing Sales Channel (Dealer market + Brand showroom business)

- Co-working with management for product costing & profit management before product line-up

- Preparing & recommending top management to review & fix (Credit limit / Credit days / Margins)  
 for key dealer across Pakistan

- Preparing market Intelligence reports & Competitor track review with Sales Team &   
- Monthly & Yearly Target preparation & contract negotiation for Key Accounts (Hyper Star / Metro)   
- Product selection & planning for each Business Unit according to market demand & buying trends

- Preparing monthly meetings with all regions for reviewing results for sales & collection  
- Preparing New product introduction & training plans for sales team & key dealers of Pakistan

- Planning & managing Dealer get-together on quarterly basis (with Key Dealers & Modern Trade)

- Prepare costing structure from Shipment till Market Pricings for each Business Unit (Category, Product)

- Co worked with LGHQ for setting up TV SKD factory in Pakistan   
 (Equipment selection process , line purchase , installation & calibration of equipments) were aligned with LG HQ

- Preparing production plan aligned with Sales plan on monthly basis  
- Co-working with LG Electronics Pakistan for planning & execution of marketing & consumer campaigns

- Involved in selection of key spots at dealer shops for display development & shop management  
 (SKU planning while considering dealer & market potential)

- Also managing B2B sales (mainly for RAC & TV products)

- Vendor management for ATL / BTL activities (Contract management / Overall negotiations)  
- Coordination with factory for (shipments , forecasted orders, production planning)

**LG Electronic Gulf FZE, Pakistan Branch Oct 2003- Dec 2015**

**Accomplishment:**

* Achieved a Sales Portfolio of U$100M during 2012-2015 for TV & Appliances Category
* Core team member to set-up first SKD production line in Pakistan for (LCD and Plasma TV in Pakistan) in 2004
* Acknowledged for successfully launching of LG Premium technology UHD & OLED TV’s in 2014-15
* Achieved & maintained in having 30% of M/S in OLED / UHD TV Category overall.
* Achieved No.1 M/S in No-Frost Refrigerators & Fully Automatic WM 2014 with YoY growth of 30% in 2015.
* Maintained No.1 Position in Plasma TV Sales (50% Market Share in 2006)
* Recipient of TV Sales Achievement Award in 2005 (M/S No.1) and Best Performance Award by LG Electronics Karachi Office in 2005
* Rated as Best Employee of the year (2012-13) LG Electronics Gulf Fze (Pakistan Branch)
* Conducted LG New Product Launch (NPI) in Pakistan (2011, 2015) consecutive events
* Attended Global Director Leadership Course in 2014 and subesquently deputed as Team Leader at Pakistan Office
* Worked in LG HQ(Seoul) Twin Tower as selected for OJT for 3 months in TV Business Unit

**Head of Sales (Consumer Electronics & Appliances), Dec 2011 - Oct 2015**

**Responsibilities:**

* Define/implement strategies for retaining or enhancing existing market share for the Consumer Electronics & Appliance Divisions in assigned territories
* Coordination with factories for Product planning according to market demand
* Supporting in setting up SKD Production Line in Pakistan (TV , RAC products)
* Collaborate with the Brand/Product Marketing Team in planning and selecting products based on consumer preferences as well as latest market trends
* Develop product strategy encompassing product life cycle management, pricing, competitive positioning as well as planning for new product launch
* Restructuring market penetration strategies from market intelligence on competition and other market trends
* Liaise with Channel Partners (Carrefour & Metro PK) for accomplishing annual business targets across product
* Team Leader for LG Brand Shops Portfolio in Pakistan to enhance business by providing superior customer service
* Interact with nationwide merchandiser team for managing GTM based on 4P/3C Analysis (Market Intelligence)
* Conduct research on the channel segment (Dealer, Modern, Brand shop Channels) to ensure effective foothold across the assigned market
* Present product strategy to the senior management and retail business partners for review/ approval prior to new product launch or re-launch of existing products
* Follow up with various stakeholders across the supply chain process to ensure availability of materials across points of sale based on business demand
* Maintain organizational bottom lines by preparing marketing budgets & forecasts for each business unit. Collaborated with distributors in preparing/ finalizing annual operating plans
* Implemented Channel Marketing Activity through weekly field marketing report across Pakistan.
* Create market awareness by organizing trade/consumer promotions in collaboration with external agencies
* Participate in negotiation with media houses and publications based on business/ operational requirements
* Assist the Product Management Team in preparing localized POP/POS material for CE Products
* Manage/ monitor SKU & product positioning at key retail outlets nationwide (In-store management)
* Maintain updated knowledge for preparing distribution contracts based on organizational terms & conditions
* Involved in end-to-end management of supply chain encompassing logistics, shipment planning & support, warehouse management to ensure materials availability across various points of sale
* Coordinate LG Brand Showroom operations in Pakistan (14 Brand shops) nationwide
* Manage B2B sales related to setting up LG Digital Signage Video Wall at Daewoo Express (Pakistan) - Lahore
* Organize pre launch product marketing / sales training to key account managers
* Preparing/present various reports to sr. management team and other stakeholders for effective decision making

**Manager Sales & Marketing (TV/AV Division), Sep 2008 – 2011**

**Responsibilities**

* Involved in planning imports/ sales; implementing strategies related to channel/ secondary sales expansion
* Participation in market research and functioned as sales trainer for Field Force (Promoters and Merchandisers)
* Mentored team members in catering to products like Television-Plasma TV / LCD TV / Audio-Video Products
* Collaborated with distributors in finalizing annual operating plans for strengthening brand equity as well as organizing various trade/consumer promotions to enhance nationwide brand share
* Monitored inventory and ensured smooth transition of goods across the channels
* Liaised with sales teams in developing briefings, sales/marketing strategies to compete with other brands
* Market research for identifying key areas to strike. Interacted with advertising agencies to obtain desired tools

**Assistant Manager (TV / AV Division), Oct 2003 - 2008**

**Responsibilities**

* Participated in imports & sales plans, set up strategies related to channel/ secondary sales expansion
* Conducted market research/ survey; organized events for the sales staff
* Catered to product line - Television-Plasma TV / LCD TV / Audio-Video Products

Academics

**Education**

* **MBA (Marketing),** Newport Institute of Communication & Economics, Pakistan 2004
* **Bachelors in Business Administration**, Newport Institute of Communication & Economics, Pakistan 2002

**Professional Development**

* Six Sigma & TDR Training
* OJT (2007)
* Office Automation & Web Applications
* Global Directors Leadership Program (2014)
* Global Business Leaders (2011)
* HIPO (LG Electronics Hi-potential Employee- 2010)
* Asia & MEA TV PM Conference
* Selling Techniques Seminar
* CRT TV Marketing Manager Workshop

Personal Dossier

* **Nationality** : Pakistani
* **Date of Birth** : 24th May 1980
* **Marital Status** : Married with 2 kids
* **Languages Known** : English, Urdu
* **References** : Upon request