

M.M.MUSTAFA BAIG

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Sales Manager

To merge into a dynamic globally focused organization that will strategically utilize my existing skill sets while providing opportunities to amalgamate personal enrichment with professional goals.

PROFILE

- **Dynamic and ambitious Sales and Business Development Professional** with experience in designing IT business processes and applications based on analytical business skills and hands-on experience with ERP solutions like SAP, MS Dynamics and other CRM applications.
- **Experience in IT Data Centers and IT Infrastructures Management** with ability to devise business-based infrastructure solutions that are optimized to achieve business goals while reducing the cost of capital and operational investments.
- **Vast International Exposure: KSA-RIYADH, UAE, BAHRAIN, QATAR, KUWAIT and JORDAN**
Comprehensive multi-functional experience of working in national and international markets across various functions namely.

IT and Data Center Infrastructure Management	Sale and Marketing
Telecom and Cloud solutions	Business Application Development
Customer Relationship Management	Brand Building
- **Consummate professional** with sound knowledge of building, managing, and promoting various business lines and products across various industries namely IT, Telecom, FMCG and Automobiles.
- **Strategic marketer with demonstrated expertise** in providing strategic direction to new and/ or established business units and managing business operations while focusing on profitability.
- **Experience in SAP CRM - SAP/SD functionality** with knowledge of integrating it with MM and FI modules.
- Proven capabilities in **developing and managing multi channels** namely distribution network, modern trade and institutional sales while developing long lasting relationships with key channel partners.
- **Strong communication and inter-personal skills** with tendencies toward aligned action and conflict resolution. Keen aptitude for learning and productively applying new knowledge resourcefully.

TECHINICAL COMPETENCY

Project: - Successfully implemented **SAP-CRM** Project for Hoshan Holding Co.

Packages: MS Office (Word, Excel, PowerPoint)

ERP: SAP CRM, SAP R/3 ECC 6.0, SAP-SD Functional Module, MS Dynamics.

PROFESSIONAL EXPERIENCE

Acess Meditech Pvt. Ltd, HYDERABAD

September 2022- Till Date

- Successfully handling Corporate and Retail Sales and International sales.
- Creating social media campaigns and Marketing entire range of products.
- Taking part in events and Exhibitions and venturing into new markets.
- Collaborating and partnering to reach max customers and achieving Sales targets.

Nour Net, RIYADH- SAUDI ARABIA

May 2016 - Aug 2022

- Prepare full account development plan in order to identify all aspects of customers business in terms of revenue, requirements, opportunities, risk, etc.

RESUME

- To ensure that all customer targets are met and achieved in most efficient and effective manner in order to maximize customer satisfaction.
 - Identify and promptly act on any current and future business opportunity to maximize revenue.
 - Create and maintain a strategic account development plan to satisfy needs in line with my client's business plans on a win/win situation.
 - Improve and update knowledge on all new, existing, and future services to better serve major clients.
 - Ensure that all services provided for the customers are achieved in accordance with my customer's service delivery and assurance policy.
 - Respond to all requests of ICT nature concerning the major account user and implement all sales action related to business target as outlined by Sales Dept.
 - Visit customers on a regular basis to pre-empt possible problems, suggest appropriate solution and promote all products/ services as they become available.
 - To act as single point of contact for major account customer at all times (including after duty hours).
 - Liaison with other departments' managers for day- to-day activities. Increasing market share, Business volume and revenue for company.
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AJAD.DATA CENTER SOLUTIONS, Riyadh- SAUDI ARABIA,

May 2015 - April 2016

- Marketing complete Data Center Solutions like (Network/ Server Racks/ cooling solutions etc.)
 - Partnering with PENTAIR / SCHROFF, INTEL, FNT and Other Major Technology Leaders in Data Center Management Software, (DCM / DCIM / KVM).
 - Handling corporate, key accounts and Government Sector Sales Business
 - Increasing market share, Business volume and revenue for company.
 - Involved in each and every aspect of sales cycle.
 - Expanding customer base with the help of modern tools and technology.
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HOSHAN HOLDING (HPG), Riyadh, Saudi Arabia

Jan 2012 - Mar 2015

- E-Marketing complete range of products of the company.
 - Handling all commercial activities like Order processing, Local Sales, RFQ's, Documentations, Logistics Etc.
 - Responsible for supporting and providing data for CRM implementation.
 - Involved in every aspect of CRM implementation till the end of project.
 - Analyzing customer behavior and marketing more effectively.
 - Resolving customer issues received from customer care center.
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PINNACLE LGS, DUBAI - UAE

Dec 2008 - Nov 2011

- Handling Business Development for GCC Countries KSA, BAHRAIN, QATAR, UAE, KUWAIT and Asian Markets (INDIA, BANGLADESH, SRILANKA and PAKISTAN).
 - Marketing Software and Hardware Systems of the company.
 - Organizing and Taking part in Major Exhibitions in GCC countries like KSA, BAHRAIN, QATAR, UAE, KUWAIT and Asian Markets (INDIA, BANGLADESH, SRILANKA and PAKISTAN).
 - Marketing of Product and building direct contacts with the clients.
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A.ABUNAYYAN GROUP, RIYADH - SAUDI ARABIA

April 2004 - Aug 2008

- Handling complete range of RITTAL products which includes networking and server racks / cabinets, Outdoor Telecom cabinets etc.
- Looking after Corporate sales in Oil & Gas, IT, Banking and Telecom Companies.

RESUME

- Accounts Handled: ARAMCO, SABIC, STESA, ITS, RIYAD BANK, STC, MOBILY, ZAIN etc.
- Regular follow-ups with the payments and Delivery Schedule.
- Preparing Quotations and Collecting Orders from Customers.
- Preparing Sales Orders and Invoices etc. Coordinating with MM and Finance Dept.

SUFFOLK INTERNATIONAL ESTABLISHMENT, DUBAI - UAE

Jan 1999 - Dec 2003

TATA MOTORS, HYDERABAD

Oct 1996 - Dec 1998

EDUCATION & CREDENTIALS

MASTERS IN BUSINESS ADMINISTRATION, 1996

Osmania University, Hyderabad.

BACHELOR OF COMMERCE, 1993

Osmania University, Hyderabad.

Licenses and Certifications :

The Internet of Things with SAP

SAP SD Functional Consultant.

AWS Solutions Training- Migrating to AWS

AWS Solutions -Foundations -Public Sector

Certified Sales & Key Account Manager -Innopreneur

Certified Sales Associates - Cradle Point EMEA

Palo Alto Networks Accredited Sales Executive (ASE)

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