

MOHAMMED YOUNUS

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Senior Executive | Business Operations | Sales & Marketing Expert | Business Coach, Trainer & Mentor

PROFESSIONAL CAPABILITIES

- Organizational Transformation
- Leadership Excellence
- Business Scalability with Challenges
- Analytical Thinking
- Think Out Of The Box
- Start Up to J-Curve in Business
- Transform Innovative Ideas into Salable Ideas

ABOUT ME

Effective and accountable in executive roles: Strategic, innovative, and creative Senior Business Executive with tangible management accountabilities, proficient to fetch a significant growth in the augment of market share in terms of revenue generation, convinced net profitability by achieving customer satisfaction.

Management, leadership, and experience: Performance-driven, high potential of leadership aptitudes along with strong business acumen including **20+ years in GCC** with continuous advancement through learning in business planning, execution, management, and development to re-position the organization in the competitive market.

Team building, training & coaching: Competent performer and a business leader, experienced in team building, led a team of **54** members, and conducted necessary training, and coaching on business etiquette, communication, management essentials, and sales & marketing techniques to accomplish business objectives.

Strong orientation in business operations: Dynamic team player, can excel in mediating among multiple divisions of large organizations and maintain resilient relationships with staff, peers, and management. Result-oriented, decisive collaborator with a can-do attitude and proven track record in building strong, long-lasting affiliations with customers, partners and associates.

WORK EXPERIENCE

Undigmark

Business Consultants – INDIA

Senior Business Consultant – Jan. 2020 – Dec. 2021

Etihad Etisalat (Mobily)

Telecommunications – SAUDI ARABIA

Senior Manager Trade Marketing – Jan. 2008 – June 2019

Janssen-Cilag (Johnson & Johnson)

Pharmaceuticals – SAUDI ARABIA

Marketing Specialist – Jan. 1996 – Dec. 2007

EDUCATION

Master of Business Administration (MBA)
Marketing, USA – June 2006

Bachelor of Arts (BA)
INDIA - Sept. 1995

EXPERTISE

- ☐ Organizational Leadership
- ☐ People Management
- ☐ Business Growth & ROI
- ☐ Sales & Marketing
- ☐ Retail Management
- ☐ Brand Management
- ☐ Business Strategy & Execution
- ☐ Business Operations
- ☐ Training, Coaching & Mentoring
- ☐ Corporate Communication
- ☐ Business Development
- ☐ Business Planning & Policy
- ☐ Communicate, Motivate & Delegate

LANGUAGES

English - Fluent

Arabic - Fluent

Urdu / Hindi - Native

QUALITIES

- Vision
- Confidence
- Humility
- Courage
- Resilience
- Accountability
- Decisiveness
- Focus
- Empathy
- Positivity

WORK EXPERIENCE (SUMMARY) Continued/...

Unidigmark

- Provide customer feedback for the improvement of existing products and the development of future products.
- Work with the relevant managers for project staffing, risk management and resource management.
- Work closely with in-house developers, designers and content development staff.
- Provide input to management for continual process improvement
- Provide training to key users and have business orientated workshops to users and implement a solution that fits the way people work.

Etihad Etisalat (Mobily)

- Deployment of Trade Marketing Strategy throughout KSA in aligns with Sales & Marketing Team.
- Execution of Trade Marketing Plans across KSA.
- Administer the overall outfit of the point-of-sales (POS), monitor the standards in the display and plan the layout of the outlets.
- Market Research & Intelligence: is so vital from business perspective in terms of market drift as well as able to understand customer needs and wants.
- To achieve business objectives, increase market share, improve sales performance, create and execute trade marketing plans, organize events, and attend trade shows.
- Develop and implement sales and marketing activities including online strategy, forecasting, planning and distribution coordination, trade spending, demand generation, and sales plan development for various channels.
- Enforce SMART Goals to monitor and evaluate sales personnel performance. Apply tools to track spending and ROI for sales and positioning.

Janssen-Cilag (Johnson & Johnson)

- Arrange marketing material (flyers, brochures, posters, booklets) having product’s information, accessories (roll-up stands, banners, dangles, large display stands and booths etc.,) as well as promotional material (all types of gift items).
- Installation of KIOSK, Booths before the event, and dismantle after the event.
- Follow up with advertising companies for ad campaigns.
- Marketing and advertising campaigns with advertising companies. Prepare presentations; update calendars.
- Keep promotional materials ready as required by marketing department; inventorying stock; placing orders and verifying receipt.
- Support sales staff by providing sales data, market trends, forecasts, account analyses, new product information, and relay customer services requests.

KEY STRENGTH

- ✓ Self-motivated, stay positive, calm and cool with high temperament in difficult times or in a situation like under pressure.
- ✓ Never ever fumble in particular the time of turbulence in the business, always drive with experience.
- ✓ Excellent communication, negotiation and problem solving skills.
- ✓ Learn from mistakes and move forward.
- ✓ Experienced, very well familiarized in working multinational and multicultural environment.
- ✓ Keep learning for continuous advancement & improvement.

Exponential Business Growth, Assured Profitability & Organization’s Sustainability

ACCOMPLISHMENTS

Johnson & Johnson

Jan. 1996 – Dec. 2007

Had been part of the Marketing Team, launched several products, those became KEY products of the company with the market share of **21% - 27%** of the total pharma. Market in KSA.

Etihad Etisalat (Mobily)

Jan. 2008 – June 2019

Led the trade marketing team resulted in increased in the visibility of marketing material (products and services information) in the outlets (retail # **371**, franchise # **518** & channel partners # **5k** approx.) across KSA. Ensure the right marketing material displayed in the right POS. make sure the overall condition of POS maintained as per standard guidelines. Direct support to Sales Staff.

TRAININGS & CERTIFICATIONS

Digital Marketing

June 2021 – INDIA.

E-Commerce

Oct. 2020 – INDIA.

Developing KPIs & Performance Improvement

Feb. 2018 – KSA.

Dynamic Thinking for Successful Solutions

Nov. 2013 – KSA.

Fundamental of Supervisor & Management

Sept. 2012 – KSA.

Coaching for High Performance

May 2012 – KSA.

Problem Solving & Decision Making

Feb. 2012 – KSA.

Promotion & Merchandising Strategy

- Dec. 2008 – KSA.