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Top Skills

Logistics
Sales Management
Product Marketing

Languages

English
Urdu (Native or Bilingual)

Certifications

Certified Sales Professional
Fundamentals of digital marketing

Syed Muhammad Murtaza

B2C / B2B Marketing Expert | New Business Development | Strategy
| Sales Guru | Google Certified Digital Marketeer | Sr. Regional
Manager Sales & Marketing(Ecopack Ltd)
Islāmābād

Summary

- 18 years core experience in Business Development, Sales, and Marketing.
- Experienced in Packaging, Food & Beverages, Edible Oil and Telecommunication Industry.
- Worked in diversified projects resulting in new business opportunities and sales revenue generation.
- Well versed in budgeting, forecasting, and planning.
- Excellent negotiation skills.
- Excellent organizational and team management skills.
- Strong problem solving and analytical skills.
- Conduct market intelligence - competitor activities, pricing, and market trends.
- Managing a portfolio of clients and leading by example.
- Developed new products and made them successful.

Specialties:

Sales Team Supervision
Territory Management
New Account Development
Relationship Building
Complex Negotiations
Presentations & Proposals
Closing Strategies
Lead Qualification
New Product Launch
New Business Development
Budgeting & Forecasting.
Competitor Analysis and Market Intelligence

Experience

EcoPack Ltd.

15 years 11 months

Senior Regional Manager Sales & Marketing

May 2017 - Present (4 years 2 months)

Pakistan

EcoPack Limited is one of the leading manufacturers of high-quality PET bottles and Preforms in Pakistan. A premier vendor for beverage and food packaging for internationally renowned companies such as Coca Cola and Pepsi Cola as well as leading national companies like Qarshi Industries, Murree Brewery, Gourmet Cola, amongst numerous others. My role as Sr. Regional Sales Manager at Ecopack includes but not limited to the following:

- Ensure sales target achievement
- Managing the team of AMSs.
- Devising and executing a strategic business plan for south and north region
- Lead and motivate the sales team to achieve the annual operating plan
- Identify Future Sales Opportunities.
- Ensure implementation of regional and channel sales strategy
- Monitor the process against set objectives.
- Sales analysis forecasting and budgeting.
- Advise production plan according to Sales requirements.
- Target setting and provide guidelines to the sales team for target achievement.
- Followed trends of the market, competitors and Industry.

Regional Manager Sales & Marketing

January 2012 - April 2017 (5 years 4 months)

Islamabad, Karachi

- Leading the Sales of South Region as well as the North Region.
- Managed the PET Products Sales to the whole Beverage Industry of Pakistan and maintained a very strong relationship in Industry.

Area Manager Sales & Marketing

November 2008 - December 2011 (3 years 2 months)

Karachi

- Lead the Sales of South Region and managed the entire Sales Team
- Implemented the Marketing Plan
- Injected new sales in the system
- Improved the overall margins on products by advance negotiations
- Innovated Export Ventures.

Assistant Manager Sales Marketing

August 2005 - October 2008 (3 years 3 months)

Karāchi, Sindh, Pakistan

- Visited India in November 2005.
- Studied the trend of the PET industry in India
- Visited the Hot-Filled Juice plants and pharmaceutical Pet lines there.
- Explored new opportunities in PET for Pakistan as India had already started many products in PET.

Softech Microsystems

Assistant Manager Sales Marketing

August 2003 - July 2005 (2 years)

Karāchi, Sindh, Pakistan

Softech Microsystems is a telecommunication company with a client base of 6000 + Clients. It's the Largest Company in Pakistan selling VLS, PCRS, Paging Systems, PABX, and other IVR Applications.

- I was in charge of products EPABX Z632, EPABX Z310, and Arestal which are Installed in more than 3500 Places in Karachi and other cities.
- Leading a team of 15 Professionals of Sales and Customer & support department.
- All Marketing and Sales issues came under my responsibility
- I was leading the Marketing Staff
- I had served Dadabhoy Group, Pepsi, Sonic Enterprise, Pakland Cement, Sara Lee Kiwi Pakistan, Sanaullah, So Safe, Habib Group, Telecom Foundation, Prime Bank, Pakistan Banspati Rice Mills Co, Ali Gauhar and other clients and companies

Education

University of Karachi

MBA, Marketing · (2001 - 2002)

Karachi University

Beachelor of Commerce & Trade, Advance Accounting, Business Maths & Statistics, Micro and Macro Economics, Business Law.. · (1998 - 1999)