

Salman Hameed



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Professional Profile

Experienced strategist and start up enthusiast with a passion for building businesses. Expert in delivering mobile/ digital money, POS and Payment solutions/ services to public and private organizations. Branchless/ digital banking and POS acquiring specialist with strong background of planning, sales & distribution, operations and relationship management.

Experience in developing strategic partnership with different local and global industries. Successfully setting up new businesses (POS & BB both), coaching of teams and organize business development strategies.

Career summary

July 2021 till Date

Regional Business Head – Central

Opay Pakistan



- Identify, measure, monitor and mitigate risks in the implementation and execution of merchant business in distribution channels.
- Responsible for the recruitment of viable merchants within the region to support specific use cases (VAS) through POS machine in line with the company's strategy. Also help new merchants to set up their POS account in readiness to process customer transactions.
- Take ownership for achieving the commercial targets set for the region. These include targets for active merchant count, transaction count and value.
- Responsible for assessing the activities and performance of merchants in respective region and making recommendations to the Opay product/ marketing team.
- Responsible for developing and maintaining a positive, professional relationship with all the merchant principle and outlet assistance in the region.
- Regular analysis of channel retention plan, commissions and investments
- Developed & execute major programs / campaigns to meet sales ambitions
- Using Leadership & people management skills to manage expectations of team and to get favorable results
- Performance improvement through operational reviews combined with strong coordination with internal and external stakeholders
- Ensure that team is equipped with mandatory knowledge and to identify on job trainings to grow the team.

Feb 2016 till June 2021

Senior Manager FS Business – Channels

Easypaisa - Telenor Bank



- Manage & execute overall business objectives of Financial Services through S&D channel, add values to franchise/ distributor performance and to their profitability.

- Explore/ Add new distributors retail expansion plus digital payments (QR Payment) and to maintain relationship with existing distributors.
- Identify, measure, monitor competitor's products or offerings and work with relevant team to take appropriate measure in order to maintain the business volume.
- Monitor commission to revenue ratio (C2R) and coordinate with relevant stake holders to take appropriate measure.
- Regular analysis of channel mobile account retention plan, commissions and investments
- Planning and oversee sales planning and forecasting with regional teams for formulation of sales strategies. To provide the action plan through data analysis.
- Coordinate with Distributor/ field teams for Executions.
- Accountable to uphold the business KPI's.
- Internal and external stakeholders' management.

Apr 2014 till Jan 2016

Area Sales Manager

Jazz (Previously known as Mobilink GSM)



- Sets & advises on area-wise splitting of ambitious targets & monitors closely for performance.
- Provides the management with weekly updates on secondary sales across the channels / customers as well as market / competitor insights.
- Develops an area/ territory in line with the overall sales and distribution strategy.
- Ensures optimal resource utilization and consistent performance management.
- Maintains good business relationships with distributors.

Feb 2010 till Mar 2014

Territory Sales Specialist

Telenor Pakistan



- To effectively manage the franchise channel and maximize sales volume in assigned territory.
- Provides inputs into the central team.
- Develops a territory / outlet coverage strategy in line with the overall regional strategy.
- Manage supply chain from center to distributor/ franchise and retail market.
- Ensure product availability at retail outlet.
- Maintain brand visibility through BTL activities

Dec 2004 till Jan 2010

Team Lead (Back End Operations)



- To achieve service level objectives of back office with quality up to 95%
- Close coordination with quality team for accuracy in information of tickets & improvements areas for customer satisfaction
- Monitor Day to day activities
- Coordination & consultation with all support units for better customer experience

- To set bench mark of customer experience and disconnect any delays in the resolution
- Implementation of processes where customer satisfaction index achieved automatically

June 2002 till Nov 2004

Senior Technical Support Officer

Brain Telecommunication Ltd.



- Coordination with all support units for better customer experience
- To provide on site support to users/ corporate clients
- To maintain database of corporate clients
- Single POC of more than 200 clients

Education/Qualifications

National College of Business Administration & Economics

Lahore, Pakistan

MBA - Executive

Concentration: Regional and international marketing policies along with in depth study of key areas of marketing discipline (Brand Equity, Marketing Communications, Marketing Strategy, Marketing Research, International Marketing and Service Sector Marketing.)

Awards: Graduated with merit

Professional Development & Achievements

- **MBU of the quarter at national level:** Received outstanding performance award from head of Sales in Jazz
- **Six sigma certifications (Yellow Belt):** Got certification after online exam
- **Recruitment:** Interviewed around 100 resources and recruited above 30 (Telenor Pakistan & Opay)
- **Competence and business development**
- **QR payment model implementation at Fuel & Food industry in Easypaisa**
- **Contact Center Operation and Management.**
- **Franchise/ distribution management**