



# Imran Yusufzai

Sales, Marketing, Product & Channel Mgt., Retail & Company Operations

25+ year all-around experience of successfully launching, achieving market leadership as operations lead for brand development, business development & retail channel development. Highly respected as an industry leader by peers, competitors and customers alike. Keen to leverage this experience to replicate the same success in new markets, sectors or technologies. A passionate, disciplined and result driven professional with proven track record of leading multi-function motivated teams. MBA and BBA (Hons) from Pakistan's premier B-School in Karachi, the prestigious **IBA** (set up by the Wharton School of Business, U Penn)

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## WORK EXPERIENCE

### GM Operations

#### Waves Plus (Waves Group of Companies)

11/2019 - Present

Lahore, Pakistan

Manufacturers of Waves home appliances, local manufacturing base, dealer network & multi-brand retail hire purchase HP 'buy now pay later' network across Pakistan - Rs.16b+ annual turnover

##### Achievements/Tasks

- To support CEO implement strategic vision with monthly, YTD & annual company & departmental business plans and to align short term & long term strategies, to achieve budgeted turnover, control expenses & improve cashflows.
- Periodic HR review along with respective head of departments for realignment, necessary trainings and performance reviews with onward guidance.
- To keep all teams and department heads aligned and focused on departmental objectives & company growth targets.
- Culture change through creating and updating company & departmental policies, SOPs & guidelines for productivity, efficiency and with minimum internal disputes & confusion.
- To ensure top level managerial decisions in an effective, timely & cost effective manner.
- Overcame Covid19 induced market stagnation, Company's multi-brand network has doubled its business in past two & half years, improved receivables AR health, improved its gross margin by 121% and is now cashflow positive.
- In the process, successfully diversified from HP hire purchase/installment financing business into well diversified marketing strategy covering retail, corporate, institutional, B2B & online channels for risk diversification and overall business growth.
- Successfully reduced costs through operational efficiency method, resulting in lower OPEX % among the HP competitors (resulting in better profit margins).
- Successfully integrated & implemented Oracle & .Net across the network. Achieved material improvements in productivity & controls.

Contact : Mr. Javed Khan Head of HR & Field Operations -  
javed.khan@wavesplus.pk - 0300 927 6808

## SKILLS

Leadership

Team Management

Company Strategy

Change Management

Flexibility

Automation

Business Planning

New Project Launch

Business Development

Sales & Marketing Strategy

Analytical

Mentoring

## VOLUNTEER EXPERIENCE

### Volunteer

#### Edhi Foundation

Karachi, Pakistan

## RELOCATION

Any where in Pakistan or abroad



## WORK EXPERIENCE

### Chief Strategy Officer CSO RD Ruba Digital (Haier & Ruba Group)

02/2011 - 10/2019

Lahore, Pakistan

RD is part of Haier & Ruba Group having 170+ consumer financing 'buy now pay later' retail chain stores across Pakistan.

#### Achievements/Tasks

- Executed the Group MD and the Board's vision to tap Pakistan's HP market's untapped potential with the introduction of new stores with buy now pay later consumer solutions. Transformed a single retail store "test market" into a PKR 10 Billion + (USD 47 million) of annual turnover.
- Defined the company vision with the board of directors and to create a long term strategy, 3-year rolling business plan, timely decision making, improving business & financial health, channel, revenue and network expansion.
- No.1 home appliances multi brand retail chain network across Pakistan within 4 years of operations through dedicated efforts of pioneer management team members.
- Focused on training & development of staff, performance appraisals & incentive policies.
- Focused on automation, digitalization and promotion of paper-less environmental friendly culture.

Contact : Mr. Imran Ali - Head of HR - +92 303 5121234

### Country Head - Sales & Marketing Haier Pakistan

08/2002 - 01/2011

Lahore, Pakistan

No.1 home appliances and consumer durables local manufacturing company & network in Pakistan, with Chinese collaboration.

#### Achievements/Tasks

- Responsible for Company sales network and new business & channel development.
- Successfully initiated new EDN channel segmentation for effective policies, ROI, budgeting, loyalty and overall sales growth.
- Developed new team incentive structure without burdening the company's P&L and getting double than market growth rates annually.
- Introduced BI & improved company dashboards for all business departments resulting in better and timely decision making for better growth in return.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing standard protocol.

Contact : Mr. Ahmad Hammad - Director AirCon - +92 321 849 0969

### Area Manager, Sales Sony Gulf FZE

01/1995 - 07/2002

Dubai, UAE

Sony has been the market leader in technology & innovation especially in TV & Audio Video AV categories, gaming (play station) and entertainment business

#### Achievements/Tasks

- Established new distributors and expanded the business and market share to above 55% in Pakistan & Afghanistan.
- Arranged sell out activities like Sony World expos across Pakistan resulting in customer turnout and sales growth.
- Successfully launched new products and categories like WEGA flat screen tv, RME products, HandyCams and digital walkman.
- Learnt and implemented Japanese management style in the branch offices in Pakistan resulting in greater motivation and higher productivity.
- Travelling extensively, arranged and participated in exhibitions & road shows to connect with potential customer

Contact : Mr. Hiroshi H. Saito - President & CEO, Empire Sound Tech, Japan - [www.facebook.com/hiroshi.hassan.saito](https://www.facebook.com/hiroshi.hassan.saito)



## FOREIGN TRAVELS

USA, Canada, Australia, UK, Germany, Denmark, Belgium, France, Holland, Indonesia, Malaysia, Thailand, China, India, Afghanistan, South Korea, Iran, Russia, Turkey, UAE & Azerbaijan  
for business & personal travels



## LANGUAGES

English

Full Professional Proficiency

Urdu

Full Professional Proficiency

Punjabi

Professional Working Proficiency

Arabic

Limited Working Proficiency



## PERSONALITY

Health & Fitness

Optimistic

Follow Timelines

Good Listener

Trustworthy

Critical Thinker

Strong Communicator

Collaboration

Transparent



## INTERESTS

Adventure Sports

Learning New Technologies

Cycling

Cricket

Networking

Walking

Family outing

travelling



## CERTIFICATIONS & ACHIEVEMENTS

Haier Best employee of the year 2003, 2006 and 2009

Runner up in singles table tennis tournament 2013

Featured in Management Outlook by PIM in July 2016

Best Marketing campaign by Haier Global - 2006

Winning team leader-Outclass team, Possibilities 2006

Decision making for CEOs by Bill Butler 2015

Marketing Strategies & Sales Growth by CMD 2006

Management for Humanity & Prosperity, CIIT 2007



## EDUCATION

### **MBA (Marketing)**

Institute of Business Administration IBA, Karachi

12/1994

Karachi, Pakistan

### **BBA (Honors)**

Institute of Business Administration IBA, Karachi

01/1991 - 12/1993

Karachi, Pakistan