



AIJAZ AHMAD

A focused professional, targeting senior level assignments in **Sales & Marketing/Business Development**

High-energy Professional offering **over 7 years** of career; establishing actionable solutions and building employee value across **FMCG** industry



Core Competencies

New Business Development & Growth

Key Account Management

Retail Sales Operations

Team Management & Leadership

Escalation Management

New Store Set-ups

Brand Promotions

Revenue Generation

Cross-functional Coordination



Profile Summary

- Experienced in managing the entire gamut of **Sales & Marketing activities**; distinguished capabilities of administering customer-centric operations & ensuring customer satisfaction by achieving service quality norms
- Expertise in **generating new and repeat sales** by providing product information in a timely manner; determining customer requirements and expectations in order to recommend specific products and solutions
- Proficiency in managing operations for **CRM platforms** with competent cross-functional skills & on-time execution; proficiency in monitoring delivery of high-quality customer experience & elevating customer satisfaction
- Competent in exploring **potential business avenues** & managing marketing & sales operations for achieving business targets; knowledge of harvesting untapped business opportunities
- Consistent record of delivering maximum customer satisfaction by providing **post sales assistance**; managing operations with a view of maintaining minimum turnaround time
- Effective communicator with capabilities in building beneficial relationships with clients and contributing towards improved sales performance



Personal Details

Date of Birth: 25th March 1986

Languages Known: English, Arabic, Hindi and Urdu

Driving License: Oman

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Career Timeline

Al Fares Co. Dammam
Assistant Sales Manager

2009-2014

2014-2017

Snowwhite LLC (Yahya Group)
as Business Development
Manager



IT Skills

- MS Office (Word, Excel, PowerPoint)
- Internet Applications



Education

- MBA (Marketing) Mahatma Gandhi University, India
- B.A. from Delhi University, India
- Other Course:**
- Certificate in Information Technology from NIIT, India





Work Experience

May 2017-Continued with Starlife Co. New Delhi as Area Sales Manager www.starlife.in

- Taking care of the sales with focus on achieving predefined sales target and growth
- Developing business through existing and new clients
- Managing team, keeping them motivated, providing guidance and monitoring performance
- Handling customer complaints without any delay
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales and marketing strategies & hence initiating market development efforts

Jul'14 – Mar'17 with Snowwhite LLC, Muscat, Oman as Business Development Manager www.yahyagroupholding.com



Key Result Areas:

- Front-led 42 Outlets, Institutional Sales and Govt. Sales at national level
- Performed the Sales and Marketing operations, increased sales growth & drove sales initiatives in order to achieve business goals
- Prepared the necessary reports and presented the same to the management
- Assisted with the facilitation and implementation of after-sales related activities; ensured that all activities are coherent in direction
- Executed plans to reach out unexplored market segments & customer groups for business expansion
- Interfaced with key influencers for determining requirements of clients
- Identified developing new streams for revenue growth and maintained relationships with customers
- Administered consumer & brand/product promotions and achieved sales targets

Significant Accomplishments:

- Administered marketing activities such as marketing communication & promotional activities of Laundry/Dry cleaning products and services
- Exceeded sales and profit goals from first year of opening & in each ensuing year
- Created & executed sales plans and generated significant percentage of revenue

Dec'09 – May'14 with Abdul Aziz Hamad Al-Fares & Sons Co. Kingdom of Saudi Arabia as Assistant Sales Manager www.alfares.sa

Significant Accomplishments:

- Front-led marketing operations of Food Product.
- Performed Institutional Sales in Dammam and Jeddah region.
- Generated the significant number of sales by developing distributors and new customers in Saudi Arabia
- Monitored the marketing & sales trend and managed competitor analysis
- Managed team of Sales staff and allocated workload to individuals staff members based on their ability



Training

- Completed industrial training on Market Research and Channel Development (GE Medical Healthcare Ltd., New Delhi)