

# **FARHAN ASGHAR**

**SALES AND BUSINESS SPECIALIST**


## **CONTACT**

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## **PERSONAL PROFILE**

Extremely motivated and passionate to constantly develop skills and grow professionally. Confident and come up with innovative ideas for Sales and Business campaigns. Extremely flexible and positive relation builder.

## **EDUCATION**

MBA-2002	Institute of Business Administration (IBA), Karachi,Pakistan Major in Marketing.
B.E. 1997	N.E.D University of Engineering and Technology (Electronics) Karachi, Pakistan.

## **SKILLS**

- Exceptional communication and networking skills.
- Successful working in a team environment as well as independently.
- The ability to work under pressure and multi-task.
- The ability to follow instructions and deliver quality result.

- Strategic planning, Relationship building, and team leadership.

## **WORK EXPERIENCE**

### **WEG Middle East FZE (UAE) ( 2012-2015)**

Business Development Manager

(Low Voltage/MV Electric Motor, VFD and Soft Starters)

#### **Responsibility Description**

- Enhancement and protection of WEG repute and business in the market, maintaining the good relationship with the current customers and working for expanding the WEG business.
- Business development activities in Gulf countries.,Work with consultants and key end-users to ensure WEG product acceptability to different consultant / contractors and also with End user for UAE and Saudi Market.
- Use of the SAP tool to efficiently manage opportunities & partners, and as a reporting tool to the TOP management.
- Closing sales project, Motivation of sales team, presentation to customer for the company / product information, sales planning, Meeting Sales targets, and Professionalism were the key paradigm.

#### **Achievements & Successes**

- Two very important and potentials system integrator addition in WEG industry division includes ARAMCO & ITT Pumps.
- Biggest order achiever in industry business in a Single month from KSA.

### **Schneider Electric (2010-2012)**

Marketing Manager Drives & Automation

(VFD/ Soft starter and PLC)

#### **Responsibility Description**

- Lead-manager for Automation & Drive Department, effectively conducting sales, pre-sales activities form lead-cultivation to prospect-evaluation and

project-identification, project-management projection. Work with consultants and key end-users to include the Schneider product specifications in the bidding documents.

- Focused exposure to application in process industry, up-date of developing market-trend on emerging process-automation and Drive technological, industrial-practices and standards, energy management solutions, realization, and conceptualization of different-projects.
- Use of the CRM /Salesforce.com tool to efficiently manage opportunities & partners, and as a reporting tool.

### **Achievements & Successes**

- Strategic-client & new-account addition to company portfolio.
- Two very important and potentials system integrator addition in Schneider industry customer portfolio.
- Biggest order achiever in industry business in a Single month.
- Approval of Schneider VFD/ Soft starter in major consultant/client in very short time in global OEM.

### **AVANCEON (2004-2010)**

Sr. Sales Engineer /Team Leader

(WEG Motors / Rockwell Automation VFD/Soft starter )

### **Responsibility Description**

- Lead-engineer for Product sale department effectively conducting sales, pre-sales activities from lead cultivation to prospect evaluation and project identification,
- Achievement of sales target for my product group
- Appropriate horizontal and verbal communication with organization in this regard

### **Achievements & Success**

- Strategic client and new account addition to company portfolio
- Biggest order achiever both in Electric motor and VFDs.
- Approval of WEG motors to the biggest client of Electric motor user in Pakistan

### **ABB Pakistan ( 2002-2004)**

Sales Engineer

(Low Voltage Motor & VFD)

#### **Responsibility Description**

- Sales engineer for Electric motor and VFD/ Soft starter, effectively conducting of ,pre-Sales, sales activities from lead cultivation, prospect evaluation, project identification, receiving of contract to delivery of the concerned shipments.

#### **Achievements & Success.**

- Achievement of Sales target
- Successful penetration to the client against the major competitors.
- Development of the good networking in the Pakistan industrial market related to my portfolio products.

**References:**           References on request