

# UMAIR ZAHID

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## EDUCATION

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### INSTITUTE OF BUSINESS ADMINISTRATION

Executive MBA

Lahore, Pakistan

Nov 2021- Oct 2024

### UNIVERSITY OF ENGINEERING & TECHNOLOGY

Bachelor of Science in Industrial Engineering

Taxila, Pakistan

Nov 2010- July 2014

## EXPERIENCE

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### NIPPON PAINT MIDDLE EAST FZE

Dubai, United Arab Emirates

Nippon Paint Holdings is a leading Japanese paint and coatings company with a global presence, specializing in innovative solutions for various industries.

*Marketing Manager- Middle East: Dec 2022- to date*

- Leading a team of 3 to develop and launch successful products, recently, launched two clear coats resulting in a 20% increase in average monthly revenue.
- Managed end-to-end product launch for N Max tinting system, achieving 15% above-target sales within the 2<sup>nd</sup> quarter.
- To develop and execute comprehensive long term and short term brand strategies & campaigns to ensure achievement of profitability and revenue budgets for the products
- To collaborate with sales teams to create product positioning and value propositions
- To conduct market research and competitor analysis to identify new market trends and customer preferences, guiding product roadmap decisions for profitable growth
- To oversee the development of product collateral, sales presentations, and demo materials, enhancing the sales team's effectiveness in communicating product benefits.
- To collaborate with cross-functional teams to develop sales enablement tools, including training materials and product guides.
- To conducted regular customer surveys and feedback sessions to gather insights, leading to product feature improvements and increased customer satisfaction.

### HENKEL INDUSTRIAL ADHESIVES PAKISTAN (PRIVATE) LIMITED

Lahore, Pakistan

Henkel is the worlds' largest Adhesives manufacturer headquartered in Dusseldorf, Germany

*Manager Sales-IMEA Emerging Market (Automotive & Metals Business): Sep 2022- Nov 2022*

- Responsible for leading the Automotive OEMs and Metals business in Pakistan
- Responsible for development of automotive OEM and Metal business in Pakistan
- Worked in close coordination with Key Account heads for various OEMS in Japan, Korea and Europe to approach and develop relationships with OEMs in Pakistan
- Responsible to manage steel and aluminum industrial segment distributors

**NIPPON PAINT (PAKISTAN) (PRIVATE) LIMITED**

Lahore, Pakistan

Nippon Paint is one of the leading coatings manufacturers in the world and expanded into 36 countries across the globe.

*Deputy Manager Business Excellence (Automotive Refinish Coatings): January 2022- August 2022*

- Ensuring the changes are made by overseeing the implementation of new technology or a new approach by collaborating with regional companies of Nippon Paint Automotive group and Pakistan automotive market
- Developing and implementing marketing & sales projects in line with the strategic imperatives of the organization
- Continuously maintain subject matter expertise with data sources and tools (including Business intelligence tools), and apply this expertise to generate actionable insights and recommendations to achieve business objectives
- Liaison with various functions that are included within the Commercial Excellence organization such as Demand Managers, Distribution Managers, Pricing and Contracts Manager, etc.
- Leading and coordinating the regional implementation of Commercial Excellence & Business Development initiatives aligned to global strategy in OEM and aftermarket Automotive business segment
- Driving continuous improvement in the commercial processes in business process by continuously involving new technologies and initiatives
- Developing and implementing, together with the Sales and Marketing department, of different marketing & sales projects in line with the strategic imperatives of the organization
- Contributing to sales and marketing strategic decisions and playing a critical role in designing and monitoring commercial approach
- Setting KPIs and performance management process, assess regional performance, identify performance gaps and drivers, develop remediation / action plans and deploy resources as needed
- Translating strategic objectives into operational plans
- Coaching team members to deliver high performance and promote VOICE Growth Values
- Working horizontally within the region and Business Unit to drive alignment, execution & accountability

**NIPPON PAINT (PAKISTAN) (PRIVATE) LIMITED**

Lahore, Pakistan

*Assistant Manager Marketing & Sales (Automotive Refinish Coatings): January 2019- Dec 2021*

- Analyzing monthly sales trends and developing various reports using MS Excel, MS Power Point & Prezi to present in front of top management in Innovative Products Meeting (IPM)
- Continuously, analyzing and studying price, demand and market competition which also include extensive market visits and supervising the research activity to gather relevant market information
- Evaluating and developing KPI reports, and data driven strategies by effective utilization of market research data from company research tool ACT (Analyze to Conquer Tool) and SAP
- Identifying new business opportunities - including new markets, growth areas, trends, customers, products and services
- Working in close liaison with Nippon Paint Malaysia & Nippon Paint India for localization of new products and Technology transfers based on market and consumer insight
- Bridging between commercial and R&D team for development & launch of new products and improvements in existing products by continuous feedback
- Acting as a focal person of Nippon Paint Malaysia for implementation of new technological tools in Pakistan and training of local teams on these tools like Field Force, Analyze to Conquer Tool (ACT) and Paint Partner

**NIPPON PAINT (PAKISTAN) (PRIVATE) LIMITED**

Lahore, Pakistan

*Executive Business Development: May 2017-December 2018*

- Identifying new business and services opportunities related to Automotive Refinish business in Pakistan
- Support in managing the network of 282 trade dealers, 40 OEM Body shops & 4 CV Lines for achieving Sales & EBIT targets
- Supervised the development and successful launch of Pak Suzuki Touch up paint across 140 Suzuki 3S dealerships in Pakistan working in close liaison with Pak Suzuki Motors Co Ltd
- Supervising the project for the launch of Non-Paint items (Compounds, Polishes, Waxes, Sandpapers etc.) for Pak Suzuki Motors Co. Ltd body shop network and trade market in Pakistan

**NIPPON PAINT (PAKISTAN) (PRIVATE) LIMITED**

Lahore, Pakistan

*Management Associate (Specialization in Sales, Marketing & BD): July 2016-April 2017*

- Devising and presenting ideas and strategies which includes working closely with marketing agencies for promotional campaigns and organizing stall activities at POS
- Organized 2 Dealers Convention on national level for recognizing the efforts of dealers
- Successfully developed and implemented Dealers Loyalty Program 2017 (Point System) which has given an excellent outcome of pushing sales by 25%
- Successfully completed the assignment of Launch and Business Development of Pylox Lazer Aerosol Paint in Pakistan and opened 25 new retail customers in short span of 45 days

**NIPPON PAINT (MALAYSIA) SDN. BHD**

Kuala Lumpur, Malaysia

*Management Associate (Leadership Development Program): Aug 2016*

- Worked on CSR project “Teach the homeless” in Malaysia leading the team of 6 Nippon Paint Management Associates from different countries including Sri Lanka, Thailand and Malaysia. I have worked with more than 200 homeless children in that project
- Successfully completed the market research project for launching of Pylox aerosol paint in Malaysian market

**NIPPON PAINT (PAKISTAN) (PRIVATE) LIMITED**

Lahore, Pakistan

*Management Associate (Cross-Functional Rotation): Sep 2015-June 2016*

- An 18-month business and operational skill development rotational program to all departments, aiming at nurturing future leaders of tomorrow
- The Management Associate Program (MAP) is an intensive yet comprehensive 18-month program comprising 9 months of on-job-training and subsequently another 9 months of specialization in Auto Refinish coatings segment
- I have been on a kaleidoscopic journey of learning upon successful completion of my attachments at departments including, but not limited to, Business Development, Sales, Brand Marketing, Production, Supply Chain, Finance, HSE, Technical (R&D)
- Effectively identified and recognized the interconnectedness between business units; thereupon equipping myself with valuable as well as fundamental insights into how a large organization operates
- Derived positive impacts as a result of embracing company's culture – Lean for Growth (LFG) i.e. become an individual who is more resourceful and acquainted with the organization

**ADDITIONAL**

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- Microsoft Office (Word, Excel, Power Point), SAP Reporting
- Entrepreneurial, Hardworking, Resilient