





# MUHAMMAD ADNAN SIDDIQUI

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## SUMMARY

Results-driven Sales Leader with 18+ years of progressive experience in B2B sales leadership, advertising sales, and marketing operations across the media industry. Proven expertise in revenue growth strategy, pipeline management, customer acquisition, and account retention. Adept in business development, contract negotiation, and cross-functional leadership with a consistent record of exceeding multi-million-dollar revenue targets. Skilled in client relationship management, CRM systems, sales forecasting, and market analysis with strong ability to optimize sales funnels and deliver sustainable business growth.

## KEY SKILLS & EXPERTISE

- Strategic sales & Revenue growth

Pipeline Management & Revenue forecasting

Customer acquisition & Account retention

Cross-functional collaboration & Stakeholder engagement

Contract Negotiation & Profitability optimization

Competitive Intelligence

Prospecting (Inside/ Outside Sales)
- Effective communication

B2B sales funnel development

Business development & Market expansion

CRM tools & Sales enablement

Leadership, Coaching & Performance management

Market segmentation

Lead management (inbound/outbound)

## EXPERIENCE

Dec 2024 – Present

Karachi, Pakistan

General Manager Sales

GEO TV Network

### HIGHLIGHT

Achieved the budgeted Sales target by over 130% between 2019-2024, maintaining an individual / channel power ratio greater than 1.

- Lead end-to-end sales cycle management including prospecting, pipeline management, lead generation (MQL), qualification (SQL), opportunity tracking, negotiation, and deal closure.
- Drive revenue forecasting, strategic planning, and business growth strategy to consistently achieve and exceed sales targets.
- Develop and implement the B2B sales funnel, ensuring alignment between marketing and sales for efficient customer acquisition and conversion optimization.
- Build and maintain high-value relationships with corporate clients, stakeholders, and media agencies to strengthen account retention and expand market share.
- Collaborate cross-functionally with finance, risk management, marketing, and product development to create business cases, assess ROI, and optimize sales enablement tools.
- Provide strategic leadership in pricing, contract negotiation, objection handling, and partnership development to maximize profitability and market penetration.
- Deliver actionable insights through market analysis, competitive intelligence, and customer segmentation to guide business development strategies.
- Oversee sales team leadership, including training, coaching, and performance management, fostering a high-performance culture with accountability.
- Implement stakeholder engagement strategies, ensuring alignment of business objectives across operations, transmission scheduling, and broadcast teams.
- Execute cross-functional collaboration initiatives to improve process efficiency, reduce operational bottlenecks, and enhance client experience.
- Develop sales dashboards, reporting metrics, and performance tracking systems to monitor KPIs and improve decision-making.
- Negotiate long-term contracts with corporate media agencies and direct advertisers, ensuring sustained revenue streams across product lines.
- Identify new business development opportunities, partnerships, and emerging markets through industry networking and professional associations.
- Carry out supervisory responsibilities in accordance with the organizational policies and applicable laws, including interviews, hiring, employee training & discipline, including termination, addressing grievances and resolving issues.

**17/12/2024 - 30/12/2024** •  
Karachi, Pakistan

**Associate General Manager**  
GEO Television Network

- Managed territory sales operations with focus on pipeline control and revenue forecasting.
- Supervised sales teams, improving productivity through KPI-driven coaching.
- Implemented customer acquisition strategies aligned with marketing funnel (MQL to SQL).
- Secured partnerships and identified new market opportunities to drive revenue growth.
- Enhanced pricing models and product strategies through data-driven analysis.

**01/2019 - 11/2024** •  
Karachi, Pakistan

**Senior Sales Manager**  
GEO Television Network

- Directed territory sales and revenue forecasting for corporate clients and media agencies.
- Prepared strategic proposals and closed high-value contracts with agencies and advertisers.
- Conducted competitor analysis and market segmentation to expand partnerships.
- Delivered consistent revenue growth through account retention and upselling strategies.
- Supervised and mentored sales teams, ensuring target achievement.

**01/2017 - 01/2019** •  
Karachi, Pakistan

**Sales Manager**  
GEO Television Network

- Executed full sales process including prospecting, negotiations, and deal closures.
- Expanded client base through targeted customer acquisition campaigns.
- Developed customized proposals and sales strategies aligned with client needs.
- Surpassed quotas through territory development and pipeline management.
- Collaborated with marketing to launch integrated campaigns.

**01/2013 - 01/2017** •  
Karachi, Pakistan

**Associate Sales Manager**  
GEO Television Network

- Converted leads into long-term clients through structured sales funnel management.
- Conducted client visits and applied consultative selling to secure business.
- Negotiated sales deals and managed full-cycle account services.
- Created sales presentations and delivered market insights to support pitches.
- Supported junior team members in improving conversion rates.

**01/2008 - 01/2013** •  
Karachi, Pakistan

**Sales Associate**  
GEO Television Network

- Prospected new clients through cold calling and lead qualification.
- Handled objections and closed deals to meet sales targets.
- Ensured client satisfaction through campaign delivery and service support.
- Maintained CRM records and prepared management reports.
- Contributed to consistent monthly and quarterly quota achievement.

**01/2007 - 01/2008** •  
Karachi, Pakistan

**Trainee Sales Associate**  
GEO Television Network

- Assisted in daily sales operations including lead nurturing and market research.
- Prepared sales presentations and supported senior managers in client meetings.
- Coordinated marketing initiatives and ensured compliance with company policies.
- Gained experience with CRM systems and sales funnel stages.
- Provided reporting and documentation support.

## EDUCATION

**2006 - 2007** •  
Karachi, Pakistan

**Masters, Economics**  
University of Karachi, Pakistan

**2000 - 2004** •  
Karachi, Pakistan

**Bachelors, Commerce**  
University of Karachi, Pakistan

**1998 - 2000** •  
Karachi, Pakistan

**Intermediate (Pre-Engineering)**  
Government Delhi College, Karachi, Pakistan

**1996 - 1998** •  
Karachi, Pakistan

**Matriculation, Science**  
SM Public Academy, Karachi, Pakistan

## ACHIEVEMENTS & AWARDS

- 1. Received a letter of appreciation & recognition from the management in 2012 on successfully meeting 110% revenue growth and leading the successful execution of *Ramadan Live Show*, one of the largest live entertainment events.
- 2. Honored in 2013 for exceeding 120% of sales targets in channel development (2010–2012), contributing to significant business expansion and client acquisition.
- 3. Acknowledged in 2014 for achieving 100% revenue and sales targets and managing the successful delivery of *Pakistan Idol*, the largest musical reality show in Pakistan
- 4. Received acknowledgement from the CEO in 2009 for conceptualizing a music channel idea which significantly boosted audience reach, brand positioning, and advertising revenues.

## PROJECT MANAGEMENT

- 1. Directed exclusive media buying, campaign management, and broadcasting for *Coke Studio Season 15 (2024)* ensuring on-time delivery, strict budget control, and seamless execution. Applied project governance, stakeholder alignment, milestone tracking, and risk mitigation strategies to achieve successful outcomes.
- 2. Delivered and executed large-scale corporate sales and advertising projects (2022–2024), focusing on goal-oriented project execution, resource optimization, risk management, and cross-functional collaboration. Delivered measurable improvements in process efficiency, productivity, and client satisfaction. Oversaw project lifecycles from planning to completion, integrating KPIs, performance dashboards, and reporting systems to ensure transparency, accountability, and alignment with business objectives.

## TECHNICAL PROFECIENCIES

2001	●	Information Technology (Word, Excel & Power point)
Karachi, Pakistan		Info Master, Karachi, Pakistan
2023	●	Google Digital Marketing & E-Commerce
Karachi, Pakistan		Coursera online

## SKILLS & PROFESSIONAL CERTIFICATIONS

2023	●	Sales Management
		Great Learning Academy (Online)
2023	●	CRM
		Great Learning Academy (Online)
2023	●	Sales Team Management
		HubSpot Academy by Coursera (Online)
2023	●	Salesforce Sales Operations
		Coursera (Online)

## TRAININGS

- 1. Brand Management in Media (2009) - One-day workshop
- 2. Effective Communication in the Workplace (2011) - One-day workshop

## INDUSTRY EXPERTISE

- ▶ Media & Broadcasting: Advertising, Media planning, Audience demographics, Campaign optimization.
- ▶ Client Portfolio Management: Corporate clients, Media agencies, Direct advertisers, Account retention, Stakeholder Engagement.
- ▶ Revenue Streams: Sponsorship Deals, Cross-Selling, Upselling, Customized Solutions, Value Proposition.
- ▶ Market Analysis: Industry trends, Competitive Intelligence, Market segmentation, Consumer behavior.

## SOFTWARE APTITUDE

- ▶ CRM Platforms: Salesforce CRM, Lead management systems.
- ▶ Microsoft Office: Excel, PowerPoint, Word, Outlook.
- ▶ Sales Analytics: Data driven sales strategies, Oracle based revenue tracking, performance dashboards.
- ▶ Digital Marketing Tools: Digital marketing analytics, campaign management platforms.

## LANGUAGES

- ▶ English: Professional Working Proficiency
- ▶ Urdu: Native/Bilingual Proficiency

## REFERENCES

Additional information, supporting documents, and professional references available upon request