**MAFAZ** MAHUTHOOM

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Sri Lanka

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Objective

As a professional marketer with a passion for CRM, I am looking for a challenging opportunity to shine in my chosen career path by applying my marketing, management and CRM skills. To communicate, retain and add values to the organization and its customers by performing quality management & customer care to achieve the highest accolades in my chosen industry.

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| --- | --- |
| * Customer Relationship Management | * Business Development and Management |
| * Brand Building and Management | * People Oriented Team Leader / Player |
| * Coaching Mentoring | * Public Relations |
| * International Marketing | * Financial Management |

Professional Experience

PRODUCT MANAGER2012 to date

**EXPOLANKA (PVT) LTD**

* Dealing in **International trade of Fruits and Vegetables** to countries in the **Middle East**
* Directly reporting to the General Manager, responsible for delivering KPIs on monthly export targets and departments profitability.
* Developing new customers in new markets.
* Liaising with key stakeholders (Customers, produce suppliers, Air lines, Shipping lines and statutory bodies).
* Managing a team of Purchasing, Pack house, Quality assurance and Trading Executives
* Arranging order through Sea fright (refrigerated containers)
* Checking on purchasing prices and ensuring that they are within the permissible limits which will contribute to depts. bottom lines.
* Enforcing customer and supplier credit limits. Timely recovery to minimize any loses that may incur due to delays.
* Designing packaging in line with the company brands and maintaining adequate stock levels to ensure unhindered supply of customer orders.
* Preparing monthly GP statements

SENIOR EXECUTIVE - CONTACT CENTER 2009 - 2012

**AMANA TAKAFUL INSURANCE - Payment Channels**

* As **head of the department** for contact center directly working with the CEO of Amana Takaful Life, responsible for delivering KPI’s on customer care, lapsed payment collections and development of new payment channels to improve the organizations revenue generation.
* Monitor customer inquiries, complaints and providing solutions. Maintain a high rate of customer satisfaction and minimizing complaints.
* **Managing and Training and development** of customer care team of 8.
* Periodic assessment of the team
* Develop new payment networks convenient to Amana Takaful customers through negotiations with bank and other financial institutions.

SENIOR BRAND EXECUTIVE2007 – 2009

**AMANA TAKAFUL PLC**

* Directly  reporting  and  working  with  the   Marketing  Manager  and  CEO  on marketing  and communication  strategy  for  Amana  Takaful  Life  and  Micro  Insurance brands.
* Brand building, Brand development, Brand Management, Public Relations and CSR
* Responsible for projected sales revenue of each brand
* Coordination with Advertising and Event Management Agencies (ATL and BTL)
* Assisting the Customer Relationship Management team
* Administrator of the company website
* Development of payment channels for collecting contributions for Amana Life policy holders.
* Setting up and managing a telemarketing division and generating revenue for the company.

CORPORATE ACCOUNT MANAGER 2006 to 2007

**COLOMBO COMMUNICATIONS LTD** (A subsidiary of E A P Edirisinghe Group)

* Meeting clients identifying there communication requirements and proposing communication solutions
* Maintaining Brand files of each customer which will include there requirement evaluation document there past ad campaigns and the activities they have carried out
* If required doing full service BTL campaigns

SALES MANAGER - CORPORATE 2005 to 2006

**BLUE CHIP CUSTOMER ENGINEERING LANKA (PVT) LTD** (Member of Ceylinco Group of Co.s)

* Managing and developing business plans to generating sales for HP IPG, PSG and ISS product lines
* Organizing product launches for the group, taking measures to increase efficiency in the office place
* Liaising with HP on exclusive promotions for the group
* Working on solution based tenders with IBM I Series and HP Intel servers
* Compilation of tenders, liaising with other solution providers for the integration with our products and services for tenders

Account Manager Corporatesales 2003 to 2005

**BUSINESS SOLUTION SYSTEMS (PVT) LTD** (Member of the Seven Seas Dubai)

Manager - Showrooms 2003 to 2003

Account Manager(System Integration department) 2002 to 2003

Product Manager (EPSON/ BEST) 2000 to 2002

**DEBUG COMPUTER PERIPHERALS (PVT) LTD**

Senior Product Executive1999 – 2000

Marketing Executive(handling HP appointed Re sellers)1997 – 1999

**PRECISION TECH SERVICES (PVT) LTD** (Member of the Seven Seas Dubai)

Education

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**Masters in Business Administration MBA**

Conducted by University of Southern Queensland - May 2009

**Postgraduate Certificate in Management**

University of Southern Queensland - March 2008

Member **Charted Institute of Marketing (MCIM**) - 2003

Joined the **MBA course** affiliated to The University of Southern Queensland Australia

Conducted by the Sri Lanka Institute of Charted Accountants.

Post Graduate Diploma in Marketing – Charted Institute of Marketing (CIM UK) - 2003

Primary and secondary education at Royal College Colombo

GCE Advance Level in 1993 - Commerce - Simple pass

GCE Ordinary Level in 1990 **-** 3 Simple pass / 3 Credit Pass / 2 Distinction Passes

Voluntary Activities / Interests

Roteract Club of Wellawatte - have actively taken part in health camps conducted in Anuradhapura, Deniyaya and talent shows organized for physically handicapped children and other events.

Member from 1997 – 2000

Director Community service 1998 - 1999

Vice President 1999 – 2000

Swimming, Collecting stamps, Gadgets, Reading, Motor sports and Cars

Computer Skills

Key skill areas are: using and trouble shooting of Windows 98/98/Windows NT/Windows 2000, Windows XP and Windows Vista / 7/ 8 and Microsoft Office packages

Work Related Training

* Trained at **Hewlett Packard Singapore** as a **Certified Sales and Support Representative** for HP PC, Servers, Network, Peripherals, Large format printers and Storage Products in 1998
* **HP Sales Training** conducted in 1999 under the HP Star Training
* **Graphics Art products training** Under Best Color (EFI) and EPSON in Sri Lanka during 2000, 2003
* Completed the **Sales Excellence Training** Conducted by our company‘s Conducted by **INTEK of Dubai**.
* HP Channel Partner development training for HP/Compaq servers in 2004
* HP first Hardware web based training in 2004
* 30 Days to greatness training conducted by Colombo Communications Ltd in **Radio Marketing and Communications** in 2006
* Toastmasters International Success Communication & Success Leadership **“Speech Craft program”** Conducted by Colombo Toastmasters Club 2009
* Toastmasters International Success Communication & Success Leadership **“Speak for Success”** Conducted by Colombo Toastmasters Club 2010

Personal Details

Date of Birth 5th June 1974 (39 years)

Sex Male

Contact Numbers 0777 307 597, 0773 918 782

Marital Status Married

Nationality Sri Lankan

NIC Number 741571277V

References

**Mr. Shiraz Latiff Mr. Safwan Hilmi**

Site Lead Colombo General Manager

Operational Performance Improvement (OPI) Saffrons Foods (Pvt) Ltd.

Production Management 29, Awissawella Road,

HSBC Technology and Services - Service Delivery  Orugodawatta

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