**ASIF SHAFI**

**Mobile No.:7006148606**

**E-mail: assifshafi79@gmail.com**

**Senior Sales Professional:** **Nearly 13 years of experience**

**Strategy Planning | P& L Management | Business Operations**

Expertise in blending creative intellect / insight and sharp planning skills for managing business operations and meeting top / bottom-line objectives

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| --- | --- |
| **CORE COMPETENCIES**  **Channel & Distributors Development**  **New Product Development & Launches**  **Top & Bottom-line Growth**  **Key Account Management**  **New Business Development**  **Turnaround Management**  **P&L Management**  **Strategic Business Planning**  **Dealer Development and Viability**  **Sales Training and Team Building** | **PROFILE SUMMARY**   * Presently associated AkzoNobel (DULUX PAINT)as Area distribution manager Kashmir, Since June 2022 * Experience in leading the **mass channel partner programs** with a team of Dealers, Distributors and Value Added Resellers and building excellent relationsh * Proven track record of **achieving / exceeding targets, opening new & profitable product /services markets** and setting up business operations in emerging market |

**PREVIOUS EXPERIENCE**

* Worked with Crompton Greaves Consumer Electricals Limited as TM in Appliances Nov 2021 to May 2022
* **April 2021- October 2021 Syska led** as  **Area sales manager**  ( **Kashmir)**

Also handling the divisions like Fan , Iron & wire .

**Aug 19 –April 2021 OPPO MOBILE AS ASM KASHMIR & ALSO WORKED IN HIMACHAL PRADESH**

* Resourceful in **establishing productive, professional relationships with channel partners** and meeting assigned sales targets & strategic objectives
* **Developed the strategy & plans for organization’s business operations**; conceptualized & developed new business strategies which led to an increase in turnover & profitability of the organization

**Sep’18 –Aug 19 Luminous Power Technology (FMEG), Chandigarh as Area Sales Manager**

**Key Results Areas:**

* Spearheading **Business Operations, P&L Management, Strategy Planning, Marketing, Client Services and Sales Administration** across **Tricity, Chandigarh, Panchkula & Mohali Province** with a team of 6 members
* Formulating, developing and implementing **yearly business strategies** to ensure attainment of revenue goals and profitable sell-through
* Driving business and ensuring **sustainable growth, focusing on achieving /surpassing sales targets**; expanding business reach and creating new sales / leads opportunities
* Performing **monthly sales forecasting and competitive analysis** for determining accurate performance levels and needs for growing the current and additional vertical markets and product categories
* Restructuring operations and introducing important measures to bring in productivity which include establishment of new local offices, strategic partner alliances for business processes and team re-organization

**Highlights:**

* Identified target markets and established successful plans to develop them, thereby bringing in 1.29 crore worth additional revenue
* Expanded sales by 22% through innovative selling techniques with the development and implementation of marketing policy and successful launch of new product by storming in the town by covering all markets

**PREVIOUS EXPERIENCE**

**Nov’12-Aug’18 with Vodafone Mobile Services Ltd. (Telecom), Delhi South NCR**

**Relationship Manager**

**Highlights:**

* Received recognition for outstanding performance in Sales, Quality & Infra across Faridabad & South NCR region
* Received Champions Award for the month of Nov’15, Dec’15, Jan’16, Feb’16, Mar’16 & Mega Champion in Mar’16
* Conferred with recognition for outstanding performance in FY 2015 to 2016 in Sales, Quality & Infra & selected for combat circle.

**Jul’11-Nov’12 with Parle (FMCG), Jammu & Kashmir**

**Sales Officer -( General Trade)**

*(Drove Modern & General Trade business for Kashmir and Ladakh involving sales forecast, planning of schemes, monitoring stocks level at depots and the distributors, motivating the sales team to achieve primary and secondary sales and distribution targets for the brands like Krackjack, Monaco, Hide & Seek, Happy Happy , Kacha Mango, Mangobite, Popins).*

**Nov’09-Jun’11 with Hamdard Consumer Division (FMCG), Jammu & kashmir**

**Business Executive ( General Trade)**

*(Presented modern & general trade strategic plan for the brands entailing Rooh Afza, Cinkara, Roghn Badaam Shreen, Hamdard Chawan Prash, Naunehal Baby Tonic, Hamdard Hairoil and Safi. Awarded for outstanding performance in Sales 2009 to 2010 received the Award of Centurion & became a part of HAMDARD LAKSHYA).*

**Oct’06-Dec’08 worked with International BPOs (EXL Services/ IBM Daksh), Noida**

**Customer Service Executive - Sales Process**

*(Recognised for exceptional performance during Cash Challenge held in Q4’07 which helped in achieving the target of 1.9 Million £ in EXL as well for exceptional performance during Champions Challenge held in July 2007 between EXL & HATTERSEY)*

**education**

* **MBA** from Punjab Technical University in( SEP 2009)
* **BA** from Kashmir University in (FEB)2006

**Personal Details**

**Date of Birth:** 10th February 1983

**Languages Known:** English & Hindi & kashmiri

**Address** Srinager (Kashmir)

**Marital Status Married**