

Rafi Ahmed

Head - Corporate & Institutional Sales

Address - Hyderabad, 500013

Phone - +91 8939999512

E-mail - rafi.ahmed.afsar@gmail.com

LinkedIn [https://www.linkedin.com/in/rafi-ahmed-](https://www.linkedin.com/in/rafi-ahmed-26b8481aa)

26b8481aa

Performance-oriented Sales Leader offering exceptional record of achievement over 15+ year's career. Tenacious manager with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities. Seeking to be a business leader in today's competitive world to drive the business dynamics towards the overall growth of the organization.



Skills

Team Handling

B2B Brand Collaboration

Strategic marketing

Vendor Management

Territory sales management

Banking Sales

Sales promotions



Work History

Feb 2017 -

Current

Sales Head

Wildcraft India Pvt Ltd, Hyderabad

- Lead team size of 40+ across East, AP & Telangana region and led them to achieve average of 112%+ year-on-year growth rate
- Expanded overall regional growth by 560% in a span of 5 years through Strategic collaboration with NGO's, PSU's, FMCG, IT & ITES, Breweries, Automobile, Cement etc..
- Through Consistent review mechanism analyzed sales pipeline and advised strategic inputs to drive revenue with average GP of 40%
- Assessed resource requirements of action plans and gauged feasibility
- Developed solutions to sales challenges and maximized business opportunities & orchestrated successful promotional strategies, boosting revenue
- Supervised geographically strategic sales and marketing teams to leverage resources for optimized productivity and ensuring business continuity during pandemic
- Assessed employee performance with fairness, accountability and encouragement

**Mar 2014 -
Jan 2017**

Sales and Marketing Manager

SparX International, Chennai

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Developed positive, performance-based internal sales and marketing culture to include mentoring staff.
- Produced strong revenue numbers and continued promotional success with continued coaching of sales and marketing teams.
- Managed and motivated sales team to increase revenue by 15%

**Jul 2009 -
Feb 2014**

Portfolio Manager

Standard Chartered Bank, Chennai, New York & London

- Handled 300+ SME Clients with book size of Rs.500+ Crores
- Developed rebalancing strategies to minimize risk exposures
- Managed Trade & Foreign Exchange Transactions
- Communicated market developments, portfolio changes and annual performance information to clients.
- Provided strategy advice to high net worth clients.
- Represented bank with (USA) regulators for US Sanctions, AML & KYC norms

**Aug 2007 -
Aug 2009**

Marketing Specialist

Mashreq Bank , Dubai

- Lead Generations, Closing deal & Maintaining amicable relationships (Account opening, Credit Card & Loans)
- Maintained up-to-date knowledge of competitor products and pricing in market served
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Managed Retail Banking Clients (Sales & Services)

**Feb 2006 -
Jan 2007**

Sales Manager

Stud International, Chennai

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Managed order cycle to enhance business development and maintain sustainability and customer satisfaction.
- Handled customer relations issues, enabling quick resolution and client satisfaction.
- Resolved customer issues quickly and managed over 100 accounts to increase sales and meet quotas.
- Grew market penetration and sales figures by leveraging supplier relationships and personally overseeing negotiations resulting in 25% MOM revenue increase.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets



Education

Apr 2003 - Bachelor of Computer Applications
Jun 2006 Annamalai University - Chennai



Accomplishments

- **True blue Award** - Achieved highest Branch Banking Sales FY'2008 (Credit card & Loans) - Mashreq Bank
- **Top Sales Manager** – Highest number of Current accounts opening FY'2008-09 – Mashreq Bank
- Closed highest **FOREX** deals worth **25million USD** FY'2011 – Standard Chartered Bank
- **Top Portfolio Manager** (PAN India) for Retaining average CASA book of 500+ Crores FY 2013'14 – Standard Chartered Bank
- **Best Team Manager** - Zero Attrition FY'2015– SparX International
- **Maestro Award** – Achieved 150% Sales growth in AP & Telanagana FY'2018 -19.
- **Top Regional Sales Manager** (PAN India) Achieved 140% overall growth during Pandemic in AP, Telangana & East FY' 2020-21.



Languages

English

Hindi

Urdu

Tamil



Visa

Valid USA (B1/B2) Visa till 31/3/24.