

# MUHAMMAD HAROON ARSHAD

House No. 458, Block-3 Sector-A2 Township Lahore, Pakistan.

Cell Number +92 313 565 6400

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Skype ID: mharoonarshad



## PERSONAL INFORMATION

☐ Birth Date: 22 September 1985 (Age: 34)

☐ Gender: Male

☐ Nationality: Pakistani

☐ Marital Status: Married

☐ Number of Dependents: 6

☐ Languages: English, Urdu, and Punjabi

## CAREER SUMMARY

I have Master degree in Business Administration and more than ten years professional experience Direct Sales, Business Development, Client Services, Sales Management, Channel Development, Portfolio Management, Hiring, Marketing, Team Leading, Operations and Administration in Insurance, Financial and Telecom Sector diversified vital role at different cadres. Proven track record as a visionary with awareness of multiple industry domains to facilitate development, implementation of strategies targeting market share and customer growth; proficient at full business-unit management with reputation for leading teams towards peak performance. Seeking a challenging position to drive realization of business development & achieving targets with adept management of organizational diversity, while maintaining a firm focus on assured bottom line gains and distinguished company performance.

## KEY SKILLS

- ▣ Sales Management, Marketing, Business Development, Sales Operations Management, Team Management & Team Building
- ▣ Channel Development, Portfolio Management, Customer Services, Key Account Management
- ▣ Management Reporting, Resource Allocation, Market Research, Competitive Analysis, Negotiations, Relationship Building
- ▣ Proposal Development, Deal Structuring, Formulating Policies/Procedures, Strategic Planning/Implementation
- ▣ Business Forecasting, Territory Management, Risk Assessment, Cost Control, Crisis Management
- ▣ Customer Relationship Management, Multi-Channel Distribution, Promotions, Vendor Relations

## PROFESSIONAL EXPERIENCE

**Sparco Enterprises (Sparco Paints) [www.sparcopaints.com](http://www.sparcopaints.com)**

**21<sup>st</sup> Feb 2018 – Till date**

**Manager Corporate Sales (Business Development Private & Government Sector)**

### Key Responsibilities:

- Monitor all sales aspects including meetings, Presentations and proposal designing.
- Main focus on Business Development and Key accounts management.
- Provide training, coaching, development and motivation to sales team to achieve their sale target
- Market business analysis of new business opportunities
- Prepare documentation of tenders & government license of different departments
- Portfolio Management, Team Building, Relationship building and customer services

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities) 2018**

**July 2016 – 19 Feb**

**Branch Manager (Sales Management) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

### Key Responsibilities:

- Direct all operational aspects including distribution operations, customer service, human resources, administration and sales
- Assess local market conditions and identify current and prospective sales opportunities
- Develop forecasts, financial objectives and business plans, Meet goals and metrics
- Bring out the best of branch's personnel by providing training, coaching, development and motivation
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Share knowledge with head office on effective practices, competitive intelligence, business opportunities and needs
- Address customer and employee satisfaction issues promptly
- Adhere to high ethical standards, and comply with all regulations/applicable laws
- Network to improve the presence and reputation of the branch and company

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**Jan 2015–June 2016**

**Team Leader (Sales Management) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

### Key Responsibilities:

- Monitor all sales aspects including meetings, Presentations, proposal designing and customer services
- Providing training, coaching, development and motivation to achieve sales target
- Assess local market conditions and identify current and prospective sales opportunities

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- Develop forecasts, financial objectives and business plans, Meet goals and metrics
- Portfolio Management, Fresh Business Development, Team Building, Relationship building and customer services
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Address customer and employee satisfaction issues promptly
- Stay abreast of competing markets and provide reports on market movement and penetration

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**Jan 2014 – Dec 2014**

**Senior Development Manager (Sales) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

**Key Responsibilities:**

- Face to face outdoor meetings with new prospects regularly to generate fresh business
- Approach maximum prospects for meetings throw calls, E-mail, Social & Professional networks
- Achieve assign business targets monthly, quarterly basis
- Develop forecasts, financial objectives and business plans, Meet goals and metrics
- Portfolio Management, Fresh Business Development, Relationship building and customer services
- Address customer satisfaction issues promptly

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**Feb 2013 – Dec 2013**

**Team Leader (Sales Management) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

**Key Responsibilities:**

- Monitor all sales aspects including meetings, Presentations, proposal designing and customer services
- Providing training, coaching, development and motivation to achieve sales target
- Assess local market conditions and identify current and prospective sales opportunities
- Develop forecasts, financial objectives and business plans, Meet goals and metrics
- Portfolio Management, Fresh Business Development, Team Building, Relationship building and customer services
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Address customer and employee satisfaction issues promptly
- Stay abreast of competing markets and provide reports on market movement and penetration

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**Jan 2012 – Jan 2013**

**Development Manager (Business Development) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

**Key Responsibilities:**

- Face to face outdoor meetings with new prospects regularly to generate fresh business
- Approach maximum prospects for meetings throw calls, E-mail, Social & Professional networks
- Achieve assign business targets monthly, quarterly basis
- Develop forecasts, financial objectives and business plans, Meet goals and metrics
- Portfolio Management, Fresh Business Development, Relationship building and customer services
- Address customer satisfaction issues promptly

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**August 2010 – Dec 2011**

**Assistant Business Unit Head (Sales Management) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

**Key Responsibilities:**

- Direct all operational aspects including distribution operations, customer service, human resources, administration and sales
- Providing training, coaching, development and motivation
- Assess local market conditions and identify current and prospective sales opportunities
- Develop forecasts, financial objectives and business plans, Meet goals and metrics
- Manage budget and allocate funds appropriately
- Bring out the best of branch's personnel by providing training, coaching, development and motivation
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Share knowledge with head office on effective practices, competitive intelligence, business opportunities and needs
- Address customer and employee satisfaction issues promptly
- Adhere to high ethical standards, and comply with all regulations/applicable laws
- Network to improve the presence and reputation of the branch and company
- Stay abreast of competing markets and provide reports on market movement and penetration

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**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**Feb 2010 – July 2010**

**Relationship Manager (Sales Management) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

**Key Responsibilities:**

- Assess local market conditions and identify current and prospective sales opportunities
- Develop forecasts, financial objectives and business plans, Meet goals and metrics
- Portfolio Management, Fresh Business Development, Team Building, Relationship building and customer services
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Address customer and employee satisfaction issues promptly

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**Jan 2009 – Jan 2010**

**Takaful Executive Consultant (Direct Sales) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

**Key Responsibilities**

- Face to face outdoor meetings with new prospects regularly to generate fresh business
- Approach maximum prospects for meetings throw calls, E-mail, Social & Professional networks
- Achieve assign business targets monthly, quarterly basis
- Portfolio Management, Fresh Business Development, Relationship building and customer services
- Address customer satisfaction issues promptly

**Pak Qatar Family Takaful Limited (Business sector Financial and insurance activities)**

**Apr 2008 – Dec2008**

**Takaful Consultant (Direct Sales) [www.pakqatar.com.pk/family](http://www.pakqatar.com.pk/family)**

**Key Responsibilities**

- Face to face outdoor meetings with new prospects regularly to generate fresh business
- Approach maximum prospects for meetings throw calls, E-mail, Social & Professional networks
- Achieve assign business targets monthly, quarterly basis
- Portfolio Management, Fresh Business Development, Relationship building and customer services

**Wateen Telecom Limited (Business sector Telecom)**

**July2007 – Mar 2008**

**Sales Coordinator (Direct Sales & Coordinator) [www.wateen.com](http://www.wateen.com)**

**Key Responsibilities**

- Outdoor sales individual and corporate customers
- Develop forecasts, Sales objectives and business plans, Meet goals of sales
- Fresh Business Development, Relationship building and customer services
- Address customer satisfaction issues promptly
- Stay abreast of competing markets and provide reports on market movement and penetration

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## EDUCATION

**Master of Business Administration MBA (Banking & Finance)**

**2014**

ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD  
Sector H-8, Islamabad, 44000 ISLAMABAD (Pakistan)  
[www.aiou.edu.pk](http://www.aiou.edu.pk)

**BACHELOR OF ARTS (B.A)**

**2006**

BAHAUDDIN ZAKARIYA UNIVERSITY, MULTAN (Pakistan)  
Bosan Road ,Multan 60000  
[www.bzu.edu.pk](http://www.bzu.edu.pk)

**INTERMEDIATE F.A**

**2003**

BOARD OF INTERMEDIATE & SECONDARY EDUCATION MULTAN  
Near GolBagh Park, Gulgasht Colony, 60000 MULTAN (Pakistan)  
[www.bisemultam.edu.pk](http://www.bisemultam.edu.pk)

**MATRIC (Science)**

**2001**

BOARD OF INTERMEDIATE & SECONDARY EDUCATION MULTAN  
Near GolBagh Park, Gulgasht Colony, 60000 MULTAN (Pakistan)  
[www.bisemultam.edu.pk](http://www.bisemultam.edu.pk)