



Muhammed Naseer

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Accomplished 20 Year's of career track in the field of Sales and Marketing.
Holding Saudi Arabian Driving License which can be transferrable to local DL.

Business Development ~ Sales & Marketing ~ Key Account Management

Industry Preference: Packaging / FMCG (Food & Beverages)

Demonstrated record of achievement in conceiving & implementing ideas that have fueled market presence and driven revenue; distinction of overachieving targets across the tenure

PROFILE SUMMARY

A competent professional with over 20 years of experience in:

- Expertise in establishing strategies for achievement of top line & bottom-line targets & business planning and assessing revenue potential within business opportunities
- Hands-on experience in arising customer's needs to match with company's product/services
- Skilled engaging with the people across the organizational hierarchy in various function including Finance, Packaging, Purchase, R&D, Marketing, etc.
- Demonstrated abilities in delivering need based product / services solutions
- Instrumental in providing customer business solutions model & category education besides developing training schedules as Category Leader for strategically important key accounts
- Well versed with full cycle of sales (including identifying prospects & suspects, prioritizing, prospecting, follow up, enquiry generation, deal closure, key account management and customer service)
- Efficient organizer, motivator and team player with the ability to motivate teams to excel and win.



**Excellent
negotiation skills**

**Outstanding
interpersonal skills**



**Effective coaching
& mentoring
abilities**

ORGANISATIONAL EXPERIENCE



Tenure : From January 2003 till December 2017

Position : Sales Manager (Western Region)

Location : Jeddah – Saudi Arabia

Role:

- Complete Order Mapping from order receipt to payment collection.
- Co-ordination with vendors, design team and supply chain.
- Responsible for scheduling and sending quotation, negotiation, sample development and order finalization and execution.
- Coordinated with design studio and production for the execution of the jobs.
- Market research and generating information for planning new product launches.

Achievements Highlights:

Made valuable customers for carton packaging, some of the names to mentioned below.

- ❖ National Food Industries Company Ltd. (Luna)
- ❖ National Tea Biscuits Company (Tea Shop)
- ❖ Food Manufacturer Company (FMC ULKER)
- ❖ Food & Fine Pastries Manufacturing Company (SUNBULA)
- ❖ National Prawn Company (ROBIAN)



PREVIOUS EXPERIENCE



Tenure : Feb 1998 to Dec 2002
Position : Head of Sales Department
Location : Lahore, Pakistan

- Leading the Sales Team
- Managing the sales process for new prospects, from initial contact through to closure
Make costing & provide quotations to sales team as well as direct customers.
- Contacting prospective customers and discussing their requirements.

IT SKILLS

- Well versed with:
 - MS Office & MS Windows (all versions)
 - Internet Applications
 - Designing (CorelDRAW)
 - Hardware Troubleshooting

EDUCATION

- 3 years diploma equal to FSC (1990 - 1993)
Govt. Poly Technic Institute for Printing and Graphic Arts College.
- Matriculation from F. G. Boys High School No. 2, Saddar Bazar, Lahore Cantt.

PERSONAL DETAILS

Date of Birth	:	24 th October 1974
Nationality	:	Pakistan
Languages Known	:	English, Arabic, Urdu, Punjabi
Marital Status	:	Married