

Muhammad Bilal Memon Koyliwala

**HRBP-Commercial
(Sales & Marketing)**

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Skills

Talent Acquisition | People Management | Organization Development | Compensation, Rewards & Benefits | Employee Engagement | Learning & Development | Employer Branding | Business Partners Functions | KPI's | Performance Management | SAP HCM | Smart HCM | SAP SD | SAP MM SAP HANA4| Oracle | MS Office | 360 Recruitment Cycle | Business Management | Corporate Social Responsibility | Financial Analysis | Sales Audit | Financial Management | Finance Business Partnering | Internal Audit | Taxation | Brand Management | Marketing & Sales Management | Pharmaceuticals Business Sales | Financial Analyst | Accounting | SAP GL Reporting | HR Digitization | Commercial Finance | Strong Analytical & Forecasting Abilities | Sales Planning | LinkedIn Recruitment | Data analysis and HR Metrics | Teamwork | Active listening

Experience

Pakistan Beverage Limited (Pepsi Cola Bottlers)

HRBP - Commercial (Sales & Marketing)

Jan 2021 - PRESENT, Hyderabad Sindh, Pakistan

Strategic Business Planning and HR Partnership Execution

Compensation and Benefits Management, including Performance-based Incentives, Commissions, and Annual Rewards

Advisory On HR for Employee Engagement, Learning & Development, and Organizational Digital Transformation Initiatives

Sales & Marketing Performance Enhancement through Structured Programs and Digital Solutions

Boosted Sales & Marketing employee performance by 18% and engagement by 20% through structured development programs and digital tools, directly contributing to revenue growth.

Pakistan Beverage Limited (Pepsi Cola Bottlers)

Assistant Manager Sales Accounts (Commercial Finance)

MONTH 2017 - Dec 2020, Hyderabad, Sindh Pakistan

Financial & Accounts Management Responsibilities:

Financial and Accounts Management in Sales Audits and Rebate Commission Processing

Annual Promotional Scheme and Trade Offer Auditing

Freight Charge Approval and Monthly Voucher Management for Plant

Loading/Unloading

Discount Policy Verification and Daily Monitoring for Aquafina Slab Discounts

Sales Performance Reporting on Forecasting Accuracy and Sales Efficiency

Senior Management Reporting on Sales Cycle Performance, Successes, and Challenges

Facilitated annual audits of 100+ promotional schemes, identifying potential discrepancies and increasing compliance by 10% through policy reinforcement.

Target Incentive Posting and Ledger Documentation for Business Partners

End-to-end Commission and Incentive Process Management for Sales Staff

Annual Target Incentive Disbursement Management

Managed monthly and annual commissions, increasing transparency and trust with 5000+ retailers, which led to a 10% growth in repeat partnerships.

Commission Calculation for Retail Customers, Slab-based Customers, and Plant Retailers

Quarterly Discount Approval and Ledger Posting for Route Distributors

Village Freight Allowance Administration and Ledger Documentation

Petty Cash Voucher Verification for Plant Labor Charges

Labor Charge Management for Loading and Unloading Retail and Wholesale Routes

Transport Vehicle Stock Management, including Purchase Requisition to MIRO Processing

Transport Payment Process Validation and Verification for Outstation Distributors

Monthly Labor Charge Approval and Accurate General Ledger Posting for Outstation Distributors

Achieved a 100% error-free rate in verifying daily petty cash vouchers, improving cost control on plant labor charges.

Strategic Category Agenda Development with Sales and Trade Marketing

Sales Transformation Agenda Execution

Finance Function Revamping and Customer Finance Division Establishment

Pay-for-Play Incentive Model Design for Distributors, Retailers, and Modern Trade Partners

Perfect Store Program Implementation with Sales Team Collaboration

The Searle Company Limited / Senior Medical Information Executive

June 2015 - Feb 2017, Hyderabad,

Conduct Commercial Recruitment of Specific areas to Hire People and Development, Special Assign in Cardiology Group. Working on improving Sales of Top Brands like Extor, Sustac, Vaptor

Getz Pharma Pvt Ltd Territory Manager

Jan 2015- June 2015, Hyderabad

Hilton Pharma Territory Manager

May 2013 - Dec 2014, Hyderabad

Highnoon Laboratories Territory Manager

July 2012 - May 2013, Hyderabad

Education

Mehran University of Engineering & Technology MS (HRM)

MONTH 2017 -March 2021 Jamshoro, Sindh

University of Sindh, Jamshoro MBA (HRM)

June 2012 - Feb-2016, Jamshoro, Sindh

Pakistan Institute of Professional Development (PIPD)

Certified Human Resources Practitioner (CHRP Certified)

Research & Publications

Successfully Published Research Article on European Journal of Business and Research under the title of **“Employee Turnover due to Job stress National Versus Multinational Pharmaceutical Companies in Pakistan”**

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