



Salman Anwar

Corporate & Commercial Sales Strategist



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Why Salman?

- Experienced Sales and Marketing professional, having strong knowledge and experience in Business Development client servicing with expertise over 12 Years in similar capacity.
- Extremely capable to manage diverse projects to promote growth and advancement through independent and group achievements.
- Task focused and target oriented individual equipped with perceptive decision-making abilities, willing to work in target driven environment.

PROFESSIONAL EXPERIENCE

Ideas (Private) Limited, Pakistan

"Corporate Sale Head" Sept 2022 – Present

- Organize regional and divisional sales operations
- Establish organizational policies and procedures in relation to sales
- Determine strategic planning related to new product lines
- Lead sales team in building relationships with business clients and manage negotiations of sales contracts

Engro Polymers & Chemicals Limited, Pakistan

"Area Sales Manager", June 2019 – August 2022.

- Managing customer portfolio of PKR 2Billion. Developing new prospects, design marketing strategies & ensuring market expansion through business-client partnerships.
- Maintaining a cliental of 100+ plus customers and major distributors of company.

Muller & Phipps Logistics (Pvt.) Limited, Pakistan

"Corporate Sales Manager", August 2016 – May 2019

- Adeptly supporting all key account functions in terms of Sales, client servicing project planning, & strategic relationship and other contractually agreed services to develop a continuing business partnership.

Karachi Metropolitan Corporation, Pakistan

"Corporate Communications/ Public Relations Officer", October 2012 – July 2016

- Proficiently worked as Assistant to Director/ Deputy Director and with Additional Director during the course of employment.
- Co-ordination with media and public affairs activities and corporate communication.

Additional Experience:

- Worked as **"Tele-Sales Officer"**, at United Bank Limited, Karachi, Pakistan (September 2011 – September 2012)
- Performed variety of duties including sales support & customer service function domestic and across Pakistan.

CORE STRENGTHS & ENABLING SKILLS

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|-----------------------------|-----------------------------------|----------------------|
| ▪ Business Development | ▪ Product Marketing Management | ▪ Industry Relations |
| ▪ Client Service Management | ▪ ERP (SAP, Dynamics, Salesforce) | ▪ Project Planning |

PROFESSIONAL QUALIFICATION

MBA Marketing

Iqra University, Karachi, Pakistan (2015)