** MD IMTIYAZ ASLAM**

***Worked as Head Of Sales with Etisalat Channel Partner in Dubai***

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* An MBA professional with a total experience of more than 20 years in Sales & Marketing, Distribution, & Product Promotion in **FinTech, TELECOM & FMCG** Sectors**.**

**CORE COMPETENCIES**

- Telecom & FinTech Business and Telecom Gross Adds,Sales & Distribution

- Team Management

- ATL/BTL Activities

- Telecom Prepaid Distribution

**MANAGERIAL SKILLS**

- Team Player

-Growth oriented, Intensive follow-up skills

- Excellence in Analysis   and Problem Solving

- Sound Judgement and

 Decision Making Skills

* Strong Business Experience of Channel Sales & Key Account Management.
* Strong business acumen with skills to remain on the cutting edge; drive new business through conceptualising strategies, augmenting & streamlining Channel networks, implementing product promotions etc.
* Recognised proficiency in steering Sales Operations with focus on accomplishment of the companys mission & profitability targets.
* Active Participation in managing Products with skills in image and brand building launches, growing & managing associates and client relationships.
* To contribute effectively and efficiently in an environment committed to the growth and development of a profession and work in a challenging environment.

**PROFICIENCY FORTE**

### **Product Promotions/Launches**

* Devising & implementing marketing plans & activities for successful launching of new products.
* Providing direction to execute promotions/launches in sync with local characteristics.
* Ensuring maximum brand visibility and capture optimum market shares through proper distribution.

### **Team Management**

* Leading, mentoring & monitoring the performance of the **Territory** **Sales Managers / Territory Sales Executives** to ensure efficiency in business operations, meeting of individual & group targets.
* Creating an environment that sustains and encourages high performance; motivate teams in optimising their contribution levels.
* Coordinating activities for the identification of training needs of Team for upgrading their business skills.

**Key Career assignments**

* Sahaj Retail Ltd
* Mobisafar Services Pvt Ltd
* **Giga Waves – Etisalat Premium Channel Partner – Dubai, UAE**
* Vodafone Idea Limited
* Reliance Communications Ltd.
* Bharti Airtel Ltd.
* Hutchison Essar Ltd. ( now Vodafone India )
* Gujarat Co-operative Milk Marketing Federation Ltd. (Amul).
* Hindustan Coca Cola Beverages Pvt. Ltd.

**PROFESSIONAL EXPERIENCE**

**Sahaj Retail Ltd as State Sales Head - Bihar & Jharkhand, India, February 2023 - Present**

**Job Profile**

* **Spearheading a team of Cluster Heads and District Managers.**
* Manage people performance, career aspirations and career progression.
* Responsible for all deliverables and the bottom line reports to National Head.
* Acquisition of new retail outlets through channel pertners in the assigned states.
* Ensuring proper servicing to CSP Centers on timely basis.
* Ensuring that customers acquisition targets both in-house and third party products such as AEPS/IRCTC/INSURANCE etc are met.
* **Dealing with various Insurance and Loaning products through our Sahaj Mitras across the State**

**Mobisafar Services Pvt Ltd (Fintech Sector) as State Head, Bihar,India, October 2021 - Jan 2023**

Job Profile

* Spearheading a team of Area Managers and Unit Managers.
* Responsible for business expansion by on-boarding new distributors & retailers to build a strong network against competition and delivering sales revenue and profitability for the designated territory.
* Ensuring improvement in frontline sales force productivity using various tools and timely communication of schemes, new models etc to trade partners. Monitoring and ensuring structured standard operating procedures for Field Force.
* Ensuring that customer acquisition targets both in-house and third party products such as (AEPS/DMT) transaction as well as third party products (MATM/IRCTC/INSURANCE) etc are met

**Giga Waves - Etisalat Premium Channel Partner as Head Of Sales, Dubai, UAE, June 2019 to July 2019**

**Job Profile**

* Leading a team of Sales Executives
* Generate leads through cold calls and cold visits
* Searching and hunting for new corporate clients for prospecting
* Negotiating and closing sales by agreeing terms and conditions

**Vodafone Idea Ltd ( Erstwhile Idea Cellular) as Area Sales Manager, Saharsa, India, March 2015 - Dec 2018**

**Job Profile**

* **Leading a team of Territory Sales Managers & Territory Sales Executives**
* **Achieiving New Customer Acquisition Target, Primary, Secondary and Tertiary Target and adhering to beat plan.**
* **To monitor and working in Low Utilisation Sites and making them viable by doing new acquisitions and retaining existing customers, appointing retailers and distributors thereby increasing secondary and tertiary of those sites**.
* Increase Width & Depth of Distribution by Appointing Distributors and Retailers.

* Plan and supervise team to increase market share.
* Increase Revenue Market Share RMS by implementing revenue enhancement activities by the team.
* **Monitor Distribution Management** to ensure high brand visibility & product availability to build and meet customers demand.
* **Review Channel Engagement and Channel Management** to ensure high productivity level.
* Ensure compliance with policies and processes with reference to sales function and engagement & training of team members to keep them up to date with plans and process improvements.

**Accomplishments:**

* **Received Idea Champions Club Award’ for outstanding performance.**
* **Enhanced distribution successfully thereby increasing width and depth of distribution.**
* **Successfully appointed channel partners in my cluster to become no 1 cluster in zone in distribution network.**

**Reliance Communications Ltd as Cluster Sales & Distribution Lead, Begusarai, India, Sept 2011 to March 2015**

 **Job Profile**

* **Leading a team of Territory Sales Managers.**
* **Achieving Acquisition, Primary and Secondary easy recharge/paper coupon revenue targets.**
* Looking after key Retailers and make them productive.
* Streamlining channel sales and distribution network to penetrate untapped markets.
* Ensuring proper merchandising at retail points as per company norms.
* Channel Management (Distributor / Key retailers) to improve productivity.
* Responsible for the achievement of the new customer acquisition & revenue targets from the assigned area.
* Channel development and infrastructure.
* Aggressive execution of Trade Programs, Market working.
* Collecting the market intelligence data including competitor information & initiatives and analyse the same with the help of Cluster Head to pre-empt its impact on the business.

**Accomplishments:**

* Awarded recognition as one of the unsung heroes of the circle.
* Realigned distribution of my assigned area thereby increasing Gross Adds and revenue.
* **Got appreciation letter from hub HR Head for outstanding performance.**

**Bharti Airtel Ltd as Assistant Manager, Patna, India, Prepaid Sales, August 2006  Sept 2011**

**Job Profile**

* Leading a team of channel partners ( Distribibutors ) and Distribution Sales executives.
* To monitor and achieve Targeted Acquisition, primary and secondary sales
* To monitor acquisitions/ activations and achieve the same as per target.
* To monitor LUT Sites and make the business viable by new customer acquisition and appointing retailers and distributors under those sites
* To appoint new retailers and adhering to beat plan.
* To build rapport with retailers/dealers.
* To appoint distributors in different locations as and when required as a distribution expansion drive.
* To handle distributors/dealers/retailers/customers complaint in my territory.
* To ensure proper retailer/dealer servicing and SIM card activations without any delay.
* To ensure flawless network for providing better mobile service in my area
* To ensure implementation of various promotional schemes at retail/dealer level.
* Reporting about competitors activities and suggesting counter strategies.
* To review beat plan and redesign the same when necessary.
* To Develop and manage the sales and distribution function of the company through the channel network

**Accomplishments:**

* Played instrumental in streamlining Patna upcountry markets, Patna urban markets, Danapur markets by appointing new distributors thereby increasing business in terms of acquisition, revenue, transacting outlets and SIM selling outlets of my territory.
* Joined Bharti Airtel Ltd. as a Territory Manager and promoted to the position of Area Sales Manager with sheer hard work and dedication to the successful execution of the tasks that I undertook.
* **Awarded with *Airtel Excellence Award* for outstanding performance in all KPIs**
* Increased SOGA, revenue, SSOs as well as transacting outlet base by expanding distribution.
* Brought about two fold revenue growth in a short span of just 6 months.
* **Qualified for a foreign trip and visited countries like Singapore, Malaysia and Thailand.**
* Awarded with a certificate of ***Super Coach***.

**Hutchison Essar Ltd ( now Vodafone Idea) as Relationship Manager Prepaid Sales, Varanasi, India, Feb 06 - Aug 06**

**Job Profile**

* To monitor and achieve targeted primary and secondary sales by managing Distributors and Retailers.
* To monitor acquisitions/ activations and achieve the same as per target.
* To ensure proper Channel management and sales.
* To increase width and depth of my region by ensuring proper distribution.
Building rapport with retailers/dealers.
* To lead a team of Field Sales Executives, Runners directly reporting to me and assigning target to them and to ensure proper retailer/dealer servicing and SIM activations without any delay.
* To handle distributors/dealers/retailers complaints of my area and finding a solution for them.
* To ensure flawless network for providing better mobile service in my area.
* To ensure implementation of various promotional schemes at dealer/retail level.
* To report about competitors activities and suggesting counter strategies.

**Gujarat Co-op. Milk Marketing Federation Ltd. ( Brand - AMUL ) as Sales Executive, Patna, India, Nov 2002- Jan 2006**

**Job Profile**

* Achieving targeted primary and secondary sales
* Sales & Distribution Management
* Business Development

###### Handling Distributors and retailers.

* Leading a team of Pilot Sales Representatives.
* Reviewing route schedule and redesigning the same when necessary.
* Conducting retail census to update retail coverage.
* Setting sales target and ensure product availability.
* Monitoring age analysis of stocks at distribution and retail level.
* Conducting merchandising and ensuring availability of POP materials at retail level.
* Reporting about competitors activities and suggesting counter strategies
* Imparting training to Salesmen and Sales Representatives.
* To monitor inventory at warehouse.
* To monitor housekeeping of Dairy products at warehouse.

###### **Company Profile**

The Gujarat Co-operative Milk Marketing Federation Ltd. is Indias largest dairy & food company engaged in marketing of milk & milk products under the brand name AMUL.

**Accomplishments**

* Participated in ***Sales Competence Development Programme*** conducted by Gujarat Co-operative Milk Marketing Federation Ltd.(Amul) held in Gujarat, India.
* Launched poly pack fresh milk in different cities of India, as one of the members of The Task Force.
* Launched UHT milk and flavoured milk ( Amul Cool) in different cities of India as The Task Force leader.
* Successfully selected and appointed new distributors in my region and overachieved primary and secondary sales in my territory.

**Hindustan Coca Cola Beverages Pvt. Ltd as Sales Executive (Off Roll), Patna, India, Dec 2000 to Oct 2002**

 **Job Profile**

* Achieving targeted primary and secondary sales.
* Handling Channel Partners/Distributors and salesmen.
* Looking after route plan for vans.
* Sales & Distribution
* Business Development
* Reviewing beat planning and redesigning the same when necessary.
* Setting sales target and ensure product availability.
* Retail audit & merchandising.
* Reporting about competitors activities and suggesting counter strategies.
* Imparting training to distributors Salesmen.
* Providing visi-coolers to retailers.

###### Accomplishments

###### Increased primary as well as secondary sales of my assigned territory.

###### Ensured the availability of Coca Cola products at each and every outlet.

**Personal Profile**

* **Post-Graduation: Full time M.B.A (Marketing),** from L. N. Mishra Institute of Economic Development & Social Change, Patna, India in year 2000.
* **Nationality**: Indian, **Gender /Marital status** : Male/Married
* **Date of Birth**: 21st March, 1976
* **Languages Known**: Hindi, English, Local Language and Urdu
* **Hobbies**: Listening to Music, Reading, Travelling, Driving

**IT Skills**

* Proficient in MS Office, Internet, android applications on smart phones.

**Training Attended**

Sales Competence Development Program

Time Management Program

Winning through people

**(Imtiyaz Aslam)**

**Date: 05 Sep 2023**