

2021

**CONFIDENTIAL**  
**RÉSUMÉ**



## **Khawaja Zeeshan**

Results-driven Business Development Manager with more than 15 years of experience driving revenue and managing relationships.

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***Personal Qualification***

I have an extensive industry knowledge coupled with creative ideas for business strategies and a solid history of sales success in the business management field. Proven ability to develop sales potential in new market areas. Strong analytical and planning skills, combined with the ability to coordinate the efforts of many to meet organizational goals. Productive and efficient work habits without supervision. Self-motivator with high energy. Ability to train and maintain an enthusiastic, productive staff. Excellent experience in business management, reducing projected losses, and exceeding all sales goals. And I am doing the below duties:

1. Develops and implements strategic sales plans to accommodate corporate goals.
2. Directs sales forecasting activities and sets performance goals accordingly.
3. Review market analyses to determine customer needs, price schedules, and discount rates.
4. directs staffing, training, and performance evaluations to develop and control sales program.
5. Directs channel development activity and coordinates sales distribution by establishing sales territories, quotas, cost, and goals.
6. Advises dealers, distributors concerning sales and advertising techniques.
7. Directs product simplification and standardization to eliminate unprofitable items from sales line.
8. Represents company at trade association meetings to promote product.
9. Delivers sales presentations to key clients in coordination with sales representatives.
10. Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
11. Coordinates liaison between sales department and other sales related units.
12. Analyzes and controls expenditures of division to conform to budgetary requirements.
13. Assists other departments within organization to prepare manuals and technical publications.
14. Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
15. Directs product research and development.
16. Monitors and evaluates the activities and products of the competition.
17. Recommends or approves budget, expenditures, and appropriations for research and development work.
18. Business acquisitions through securing exclusive agencies to become leading & independent provider to control the product distribution
19. Product pre-qualification with key clients or end-users to receive direct business
20. Other duties may be assigned.

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### **Work Experience**

<b>Company</b>	<b>Position</b>	<b>Country</b>	<b>Job Dates</b>
Abdulla Fouad Company	Sales & Business Development	Saudi Arabia	01-JAN-2015- Till Now
North American Green Power LLC	Marketing Manager	Pak-USA	February 2010 – October 2014
American Movers & Supply General Trading F.Z.C	Sales Manager	UAE-USA	1st Jan 2006 – December 2009
Arab Sea Information System	Sales Consultant	Saudi Arabia	June 2002 - November 2005
Pakistan Telecom. Limited (Paknet Ltd)	Brand Manager	Pakistan	1st November 1999 – 1st May 2002

### **Current Line of Work Experience**

#### **1. Abdulla Fouad Holding Company**

Sales & Business Development – Core Line of Activities

My key job responsibilities are:

- Drove revenue and secured new business
- Responsible for driving company sales by sourcing new clients
- Lead planning, strategy, proposal process, and bid preparation
- Manage relationships with various businesses to reach base business sales growth goals
- Responsible for account development, cold calling, assessing client needs, and identifying solutions
- Manage account relationships, contract negotiations, sales, pricing, billing, and logistics
- Perform market research on competitive landscape and industry trends
- Executed well-designed integrated B2B marketing strategies
- Managed all aspects of account management relationships
- Collaborated with cross-functional teams to improve customer service experience
- Oversaw operational tasks for clients to continuously improve overall customer satisfaction
- Captured significant competitive business and presented optimum solutions
- Train and mentor new sales representatives

## **2. North American Green Power L.L.C**

Marketing Manager – Core Line of Activities

My key job responsibilities:

- Participation of bids/tenders in International Competition Bidding (ICB) for Hydro-Electric and Solar PV Projects in Pakistan
- Pre-Feasibility Study Report (P-FSR)
- Selection of International Partners as EPC
- Financial Support Partnerships

## **3. American Movers & Supply General Trading Co**

Sales Manager – Core Line of Activities

My key job responsibilities:

- Appointment of Inter-state network of reseller and dealers for IT products
- Brand activation and launching of products
- Creating sales strategies to overcome competition challenges

## **4. Arab Sea Information System**

Sales Consultant – Core Line of Activities

My key job responsibilities:

- SMACC Branding as an ERP Software
- Activating of SCRIBES brand
- Participation of bidding
- Preparation of Technical Proposals

## **5. Pakistan Telecommunication Limited (Paknet Ltd)**

Brand Manager – Core Line of Activities

My key job responsibilities:

- Country-Wide Incharge for pre-paid scratch cards
- Distribution of Internet scratch cards
- Creating of special promotions to target the consumer network
- Appointment of Dealerships

***Core Experience:***

- Implementation of Continuous Improvement Business Plan
- Product Brand Activation and Boost Sales
- Distribution Sales and Corporate Account Management
- Power Systems and Turnkey Solution
- Professional Project Feasibility Preparation and Cost Evaluation
- Corporate Sales and Post-Sales Support
- Customer Relationship Management
- Services and Solutions to Power Plants (Thermal and Solar )
- Successful track record of converting new or unknown products into branded market.
- Create and maintain strong relationships with clients, associates, and external contacts.
- Create, develop, and implement award-winning programs, strategies, and sales tools from concept to completion, resulting in greater team efficiency and effectiveness.
- Develop strategic alliances and business partnerships on local level. Maintain an extensive network of industry contacts.
- Develop product design, packing, all related matter with develop products.
- Handle complete import process along with costing and developed price structure.

***Education:***

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|--|---|
| • THE NATIONAL COLLEGE OF COMPUTER SCIENCES AFFILIATED WITH UNIVERSITY OF PUNJAB | • March 2000                                  |
| • Rawalpindi, Pakistan   | •   |
| • Degree:  | • Bachelors - Network Design                  |
| • Bachelor Of Computer Sciences(B.C.S)   |   |
| • GOVT. DEGREE COLLEGE   | • September 1996                              |
| • Muzaffarabad, Pakistan   | •   |
| • Degree:  | • High school or equivalent - Pre-Engineering |
| • Mathematics, Physics   |   |
| • GOVT. PILOT HIGH SCHOOL  | • February 1994                               |
| • Muzaffarabad, Pakistan   | •   |
| • Degree:  | • High school or equivalent - Sciences        |

**Professional Skills:**

- Account & Brand Management
- Strategic Marketing & Integrated Marketing
- Contract Negotiation
- Sales Planning & Analysis

**Achievements:**

- Pre-Qualified CHINT Electric with Saudi Electricity Company for Power Transformer 33KV/30MVA
- Pre-Qualification of HM , Turkey/China with Saudi Electricity Company for Tap Changer (OLTC)
- Prequalification of contractor approval with Saudi Electricity Company (SE Distribution , National Grid & Generation )segment from 13.8KV,34.5kv,69kv,115kv & 132KV in MV/HV Substation ,UG Cables & OHTL
- Prequalification of contractor & vendor services with blue chip clients including Saudi Aramco, SABIC, SWCC,MARAFIQ,LUBEREF, NATPET,Royal Commission Jubail/ Yanbu,RABEC ,REPDO,TASNEE, ECRA,, SWPC,MAADEN, SAMREF,SASREF,YASREF,PETRO RABIGH,Saudi Railways etc.
- Prequalification of contractor & vendor services with NEOM, Red Sea Development Company, Qiddiyah, Spark who are key stack holders for mega projects
- Prequalification of contractor & vendor services with International key players including General Electric , ABB , Siemens, L&T ,CRCC,CGEC,Carlo Gavazzi ,TEIJUN etc. based in KSA

**Personal Information**

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