

Aijaz Ahmed Khan

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Residence in Manama, Bahrain-GCC



An Entrepreneurial and innovative Techno-Commercial Sales Professional with sophisticated Sales, Technical, Customer Service and Business Administration acumen with the following key Skills & Qualifications.

- Channel Management
- Account Management
- Strategic Account Planning
- Competitive Sales Analysis & Quotations
- Joint Marketing Campaigns
- Product Management
- Inventory Distribution Control
- SP (Service Providers) Managed Services
- Sales Reporting

Organizational Experiences (15 years)

Business Development Manager (BDM) - Naizak Distribution Services Bahrain from Oct'20 to till date

Primary Role & Responsibility:

- Expanding the dealer infrastructure and appointing new partners in untapped market. Actively seek out and participate in both formal and informal training opportunities to continuously develop technical skills.
- Experience of selling major brands like Sophos, PRTG network monitoring, Ray - WiFi6 & KEMP Load Balancing products in Bahrain Market.
- Providing support on Security products & Solutions- like Firewall and EDR, XDR, MTR & MTD Endpoint protection.
- Establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach for institutional sales.
- Building & maintaining healthy business relations with corporate clients, maximizing customer satisfaction by meeting service & delivery norms.
- Implementing strategies for acquiring business from clients and effectively using the potential of existing accounts.
- Renewals support on device requirements. Propose time to time upgrade as per new technology.
- Handling complete Telecom/ ICT Infrastructure, Cyber Security, WLAN, Data Center solutions.
- Handling Large Enterprise, SMB, BFSI, NBFSI and large enterprise customers in the Kingdom of Bahrain
- Skilled in managing business operations with profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame.
- An enterprising leader with skills in leading personnel towards accomplishment of common goals.

Account Manager- Logicom WLL - BAHRAIN from

Sep'18 to Oct'20

Primary Role & Responsibility:

- Experience of selling major brands like Cisco, Meraki, HP, & Lenovo in the Kingdom of Bahrain Market.
- Generate business through Corporate and SME's. Setting up meeting with new clients, Portfolio management and client advisory.
- Maintaining long term relations with clients and maximizing sales opportunities with them.
- Business development processes and relationship-building through one-on-one planning and goal setting with sales leaders.
- Responsibilities include all front and back end operations, Sales and Customer service support. Identify and explore business needs and anticipate future requirements.

- Client servicing, image building of the organization. Identify and explore business needs and anticipate future requirements.
- Drive customer business commitment through goal shared objectives and broad adoption of Company products and services seek no equal specifications and mutually valuable, multi-year corporate agreements.
- Identifying key/institutional accounts and strategically secure profitable business.
- Setting up meeting with new clients, Portfolio management and client advisory.
- Maintaining Customer relations, to complete targets in a time frame.

Account Manager – ASMACS Group, QATAR,

Jan'2017 to Aug'2018.

Primary Role & Responsibility:

- Work with sales management to assure account coverage and assist sales resources to drive partner shares.
- Promotion of advertisement about the products & services, Experience of marketing & selling new technologies.
- Awareness of emerging markets, technologies and trends. Experience of selling major brands like Avaya, Cisco, R&M, Fortinet, Microsoft, HP & Lenovo etc.
- Sales and improvements of inquiries from partners updating their requirement supporting on BOQ's.
- Responsible for all Sales and Marketing functions, including Promotion and Key Account Sales.
- Generate business through corporate & SME's (Small Medium Enterprises & Large group of companies).
- Business development processes and relationship-building through one-on-one planning and goal setting with sales leaders and top sellers within the territory.
- Keeping up to date with the developments of new technologies.
- Actively seek out and participate in both formal and informal training opportunities to continuously develop technical skills.

Department In-charge (Sales & Marketing) Jumbo Electronic LLC - Dubai -

Sep' 2013 to Dec 2016

Primary Role & Responsibility:

- Responsible for all Sales and Marketing functions, including Promotion and Key Account Sales. Managed training other staff on new devices and procedures
- Scope of responsibility included all front- and back-end operations, sales & promotion, customer service, staff training, vendor relations.
- Store maintenance, cost controls, budgeting, staffing, correct pricing & in stock conditions.
- Consistently exceeded sales goals and received numerous customer commendations for providing outstanding service throughout the purchasing process.
- Responsible for sales performance, operations management and profit-building strategies for Jumbo electronic store.
- Forecasting monthly/Quarterly sales targets and executing them in a given time frame thereby enhancing existing clientele
- Support during KPIs audits while reducing payroll, shrinkage, theft and shortages.
- Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios
- Help to Motivate the Team under me, Increasing Sales and Morale. Worked closely with other departments to ensure quality customer service.

Business Development Executive- Samsung Home Appliances under Distributer **May'2006 to July'2013**

Primary Role & Responsibility:

- Introducing a range of B2B and B2C services and facilitating the provision of 24-hour service by business partnership in conjunction with an external agency
- Managing retail services like Sales, Customer care & branch operations etc. and cross selling of products to augment the business revenue.
- Forecasting monthly/Quarterly sales targets and executing them in a given time frame thereby enhancing existing clientele.
- Performed sales and marketing strategies. Created an exciting and enthusiastic environment in the office.
- Enabling a 5% increase in actual gross margin in 1 year through the implementation of a staff incentive scheme.

- Through sales promotions, innovative ideas personalized goals and reward programs. Identifying key/ Institutional accounts and strategically secure profitable business.
- Developing and implementing new billing and forecasting systems which significantly improved overall efficiency.

EDUCATION

- MBA in Finance & Marketing IPER College Bhopal, Madhya Pradesh, India (2006-2008)
- Bachelor in Commerce Institute Of Management Extol College - Bhopal, Madhya Pradesh, India (2001-2004).

PERSONAL INFORMATION

- Date of Birth – September 29th, 1982
- Languages – English, Hindi, Urdu & Basic Arabic (Read/Write)
- Nationality – Indian
- Marital Status – Married
- Religion – Islam
- GCC License – Bahrain, Dubai & Qatar
- Address – Al Gufool, Manama, Kingdom of Bahrain-GCC

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