



# Syed Azeem Haider

Sales & Marketing / Business Development Manager

## Contact

- Pakistani / August 1978
- Jeddah-Saudi Arabia
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- +966-598 819 838
- Valid Iqama
- Valid Driving License
- Married with two kids

## Professional Skills

Sales & Marketing	
Advertising Management	
Public Relationship	
Customer Service Management	
Social Media Management	
Project Management	
Broadcasting - Media	
ATL / BTL Activities	

## Education

PRESTON UNIVERSITY KARACHI-PAKISTAN  
Bachelor of Science (Information Technology)

## Clients

- ▶ Saudi Binladin Group.
- ▶ Saudi ABV.
- ▶ AICE.
- ▶ China Railway Bureau.
- ▶ Muhammad Binladin Group.
- ▶ Secutronics.
- ▶ Saudi Oger.
- ▶ Drak & Scull Int'l.
- ▶ United Motor Agency.
- ▶ Al-Futtaim Group, UAE.
- ▶ Al-Rajhi Group.
- ▶ Bemco.

## Career Summary

- Energetic and goal-driven strategist offering 17+ years of a highly professional, dynamic, impeccably presented and driven BD Manager with vast experience of maximizing the awareness, sales and profitability of recognizable brands.
- Experience of working in a fast-paced environment and able to quickly understanding the mission, vision and values of a brand.
- Possessing a proven ability to work within a brands guideline and create an image that is up to date and right for its audience.
- Experiencing participating in company strategic business goals and optional objectives to insure optimum utilization of resources. Cultivate excellent relationships with new prospective and existing customers.
- Able to work excellently with both independently and as a team leader, demonstrating the motivation and multi-tasking abilities required to meet demanding deadlines maintaining the highest of standards.

## Professional Experiences

### REDA Hazard Control. (Dec. 2014 to date)

- Sales forecasting and Budgeting.
- Monitoring sales level and arising patterns as to predict any potential pitfalls.
- Ability to chase new business opportunity.
- Monthly, quarterly and annual reporting of sales and collection
- Market Analysis.
- Strategic Planning.
- Liaising with the suppliers in order to make sure that existing orders increase.
- Liaising and networking with a range of stakeholders including customers, 3<sup>rd</sup> party suppliers and colleagues.
- Attended various training for Firefighting & Safety products.
- Arranging submittals and compliance reports according to NFPA standards for new firefighting projects.
- Planning and developing the right marketing strategy.
- Set product pricing for new product to meet revenue and profitability goals.
- Performing and arranging successful product demonstrations for clients.
- Sustains rapport with key accounts by making periodic visits.
- Representing the company in various exhibition and trade fairs. (Intersec)

### Mechanical & Chemical Supplies Ltd. (Sep. 2014 to Nov. 2014)

- To manage customer's account and achieve sales.
- To market and promote the product.
- Implanting sales plan.
- Forecasting projected business.

### Abdullah Al-Hashmi General Contracting. (2010 to 2014)

- Accountable for achieving assigned annual sales quota.
- Responsible for the planning and sales activity in the assigned territory.
- Responsible for submitting required sales forecasting and reporting to the GM.
- Follow up on sales leads and developing leads.
- Maintain up-to-date understanding of industry trends and technical developments that effect target markets.
- Produce sales proposals for customers requiring our solutions.
- Performing regular sales calls to develop relationships and follow up on leads.
- Developing and maintaining long & short-range sales & marketing plans.
- Establish and maintain industry contacts that lead to sales.

### MMT Est. (2001 to 2010)

- Accomplishes business development activities by researching and developing marketing opportunities and plans, implementing sales plans.
- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews, preparing and completing action plans implementing production, productivity, quality and customer-service standards resolving problems identifying trends determining system improvements implementing change.
- Identifies marketing opportunities by identifying consumer requirements defining market, competitor's share and competitor's strengths and weaknesses, forecasting projected business; establishing targeted market share.
- Protects organization's value by keeping information confidential.

## Personal Skills

Communication



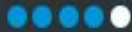
Planning and Strategic



Conceptualizing



Leadership



Decision Making



Team work and analytical



## Computer Skills



## Language

Urdu



Arabic



English



Purchase Officer.

- Maintain and implement construction proforma / budget for each project
- Negotiate pricing contracts with subcontractors and suppliers
- Create scopes of work
- Issue purchase orders for procurement and expedition of materials and equipment for jobs
- Meet subcontractors and suppliers on-site as necessary
- Ensure compliance to project budgets and provide analysis of deviations
- Ensure accurate takeoffs to ensure budgets are accurate
- Research new materials for design and cost savings
- Maintain subcontractor and supplier insurance policies
- Develop and implement new purchasing strategies to deliver ongoing cost reductions and process Simplification
- Maintain relationships with subcontractors and suppliers
- Establish new relationships with subcontractors and suppliers to ensure adequate resources for all project and to continually improve pricing and quality of work
- Assist in ensuring awareness and company compliance to all building codes and local construction guidelines
- Assist in maintaining company quality control program
- Leverage technology, safety measures, and information sharing to increase productivity and profitability
- Assist in settling invoice or contract disputes
- Handle change order requests
- Forecast upcoming demand
- Maintain sub/supplier information on company online management systems
- Manage materials/equipment inventory