

# FURQAN BIN RIAZ

**Supply Chain Manager | SAP Business One Professional | E-commerce Specialist**

P&L up to \$5M | Global Team 30+ | 60% Revenue Growth Each Year.



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## CAREER SUMMARY

A business graduate in Supply Chain Management with over 10+ years of versatile experience in Pharmaceutical, Fast-moving consumer goods (FMCG), Construction, and E-commerce industry. Professional in Supply Chain Management, Procurement and logistics, Warehouse Management, Inventory planning, Demand Forecast, Vendor Management, Returns Management, Ecommerce Specialist (Amazon, Noon, and eBay), Data Analyst, and Business Intelligence.

## SKILLS

Supply chain Management, SAP B1, Global Procurement & Logistics, 3PL Warehouse Management, E-commerce Specialist, Amazon Accounts Manager, Data Analyst, Google Workspace, Zoho Inventory, Looker Studio, Jira.

## PROFESSIONAL EXPERIENCE

**Amazon Account Manager** | Al Arqoob Trading LLC Baseus, Dubai (Freelance) | June 2023 – December 2023

- Consistently exceeded sales targets, driving revenue growth by 42% by implementing effective Amazon advertising campaigns, optimizing product listings, and leveraging promotional opportunities.
- Approx AED 400K monthly global procurement and logistics of Private Label products, through sales forecast analysis.
- Implemented comprehensive marketplace optimization strategies, enhancing product visibility, improving search rankings (SEO/SEM), and maximizing sales potential on Amazon and other platforms.
- Execute strategic plans for brand growth on Amazon, overseeing advertising campaigns, PPC, and bidding, while leveraging data analysis to minimize ACOS by 20% and maximize ROI.
- Ensure 98% Inventory reconciliation, manage shipment discrepancies, and reimburse 95% against Discrepancy shipments.
- Manage day-to-day operations of the Amazon account, including listing optimization, advertising, pricing, inventory management, Customer support, and reporting.
- Selling on Noon and eBay and performing multi-fulfillment channel orders.

**Warehouse and Returns Executive** | Leverify, United States | February 2022 - December 2023

- Supervised FBA Inventory of 3500+ Active SKUs worth US Dollars 2.3 million of 5 Business Amazon Stores. Managed a 400 sqm warehouse, optimizing space utilization, and ensuring efficient inventory management.
- Oversaw US Dollars 2.5 million in end-to-end procurement processes, from PO award to final delivery, including Goods Identification Number (GIN), and Goods Receipt Note (GRN) through Zoho Inventory.
- Processing, packaging, and Shipments of US Dollars 1 million inventory monthly from the USA Warehouse to the Amazon warehouse and suppliers within a month.
- Ensure monthly 98% Inventory reconciliation from ERP and physical count.
- Managing Voice of Customer, reducing customer Returns by 4% at Amazon, and Recovering 68% of the value from defective / damaged items.
- Achieving 90% by processing RMA's of damaged units from Suppliers or customer returns at Amazon.
- Open cases against missing shipments of Amazon removal orders at Amazon Seller Central.

### **Supply Chain Manager** | GK Hair, United States | November 2019 – January 2021

- Managing the Production from procurement of raw material to the development of finished material through American, Chinese, and European suppliers of over US Dollars 100 million net revenue per annum.
- Managing the inventory of over 800 active SKUs with an optimum stock level in 7 strategically located warehouses across America, Europe, Soviet Unions, Central Asia, the Middle East, Australia, and Amazon FBA Global Accounts.
- Managing the Logistics of over 75 trade lanes through multimodal transportation across the Globe; designing the strategic route to reduce the Logistics cost by 30%.
- Actively involved in organization Sales and Operations Planning (S&OP), contributing to consumption analysis, trends, and forecasts.
- Enhance 25% of sales by implementing an improved form of SOP negotiated with 4PL SLAs.
- Interconnected the WMS with Supply Chain modules to reconcile the inventory model and replenishment planning.
- Evaluate vendor performance continuously.

### **Assistant Manager Supply Chain** | Global Pharmaceuticals (Pvt.) Ltd, Pakistan | August 2016 – October 2019

- Orchestrated the entire supply chain process from procurement to distribution, ensuring seamless coordination across departments for efficient and timely production and delivery of products.
- Achieving 90% of the Company's KPI by working closely with cross-functional teams, including production, finance, sales, and logistics, to align supply chain strategies with overall business objectives, fostering a collaborative and integrated approach to operations.
- Utilized advanced forecasting (modeling, analysis, simulation, trend) techniques and MRP functionalities to accurately predict demand, facilitating proactive procurement decisions and minimizing the impact of fluctuations in market demand.
- Implemented robust inventory management strategies, optimizing stock levels to prevent shortages and excesses, thereby minimizing costs and ensuring uninterrupted production.

### **Senior Officer Procurement & Logistics** | Bahria Town (Pvt) Ltd., Karachi, Pakistan | August 2013 – July 2016

- Coordinate procurement for construction materials (High-rise building), utilizing ERP for planning and order processing.
- Negotiate supplier contracts, ensuring favorable terms and conditions.
- Manage supplier relationships, conduct evaluations, and optimize inventory levels.
- Oversee logistics for timely delivery of materials and compliance with regulations.
- Collaborate with cross-functional teams, provide input for sustainable sourcing, and conduct ERP training for staff.

### **ACADEMIC CREDENTIALS**

- Masters of Science in Project Management (MSPM), Specialization in SCM.

Bahria University Islamabad-Pakistan. 2013-2015

- BBA (Finance)

National University of Modern Languages (NUML), Islamabad-Pakistan. 2009-2013

### **LICENSES & CERTIFICATION**

- Certification in SAP Business One (SAP B1) from Abacus Consulting.
- Certification in Data Analysis from Leverify.
- Certification in Primavera P6 and MS-Project from the Skill Development Council (SDC).
- Certification in Quickbook and Telle from the Skill Development Council (SDC).
- Planning to enroll in the Certified Supply Chain Professional (CSCP) from Leoron Professional Development Institute.

### **COMPUTER & SOFTWARE SKILLS**

- Proficient in SAP Business One 9.3 (MRP, PP, MM, EWM, SD, FICO)
- Proficient in Google Workspace including Looker Studio & Intermediate in Microsoft Power BI
- Expert in E-commerce tools. (Helium 10, Jungle Scout, Keepa)
- Expert in Semrush, ChatGPT 4.0, and other tools for Search Engine Optimization (SEO) and Search Engine Machine (SEM).