

# TARIQ J. HASHIM

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**Collaborative Sr. Business Development Manager | Franchise/Distribution Centres Management | Catalyst for Retail & Wholesale Business | Revenue Generation | Business Start-up & Infrastructure Management | Duty-free & Travel Retail Solutions Expertise**

**Achievement driven organisational builder with 20 years of benchmarked success in expanding market share and achieving profitability goals for a variety of businesses' internationally across GCC/CIS Europe region**

Strategy, Vision & Mission Planning

Business Consulting & Advisory

Development in IOT solutions and technology projects

Meeting & Exceedingly Quarterly & Annual Sales Quotas

Ownership of Sales Cycle -from lead generation to closure

Cross-Functional Transformation & Change Management

Customer Experience Management.

Distribution/Channel Dev. & Management

Marketing & Event Management

Market Research & Trend Analysis

Public Speaking / Conference/Presentation

Sustainable and Innovations Project Development

SLAs & Service Delivery Management

Up-selling, Cross-selling & Lead Management

## UNIQUE VALUE PROPOSITION

▪ **Distinction of working with prestigious clients related to Power-Retail / Travel-Retail/Distribution & Franchise.**

MAF Carrefour - Masdar City Projects - Green Magic Home - Dubai Duty Free - Virgin Megastores - E-max Electronics - Plug Ins - Sharaf DG - Jumbo Electronics - Axiom Telecom - Tecbuy, etc. across UAE

Qatar Duty Free - Bahrain Duty Free - Al-Ghanim Electronics (Kuwait) - E-Mart Marketing & Services (Saudi Arabia), Riyadh

▪ **Dynamic go-getter ensured that the business has a highly differentiated image amongst practice leaders in different segments of the market.**

- Designed built and managed the infrastructure for 5 new businesses
- Lead and large sales generation for sustainable development reputed projects across the country
- Expansion of sales with relation to innovation, IOT solutions, smart home technology with prestigious groups.
- Handled sales & retail segments include Electronics, IT, White Goods and Customized Projects.
- Handled Franchisee distribution across India, Lebanon, Turkey, KSA, Mauritius, Pakistan, and Sri Lanka
- Managed closure of 2 Franchise/Distribution centres totalling 2000 Sq. Ft. and new start-up for various new wholesale sellers on the GCC/CIS Europe region.
- Achieved national and international recognition for design and marketing excellence by launching and securing market acceptance of new branding for the business and a range of new products.

## EXECUTIVE SUMMARY

- Achieved strategic goals through collective leadership and a shared business vision, respecting and leveraging human capital to engineer robust business functions that are relevant to its sales, marketing, technology, and service delivery vision
- Managed overall P&L in the region through establishing distribution channels and close working relationships with businesses and Product/Marketing Managers and driving products activities across channels and segments; strong skills in formulating market entry strategies and breaking entry barriers for new tie-ups and alliances with top corporates.
- Track record of driving strategies to increase sales and profitability, identifying new business opportunities, creating partnering solutions with clients and vendors to achieve mutually beneficial operational strategies.
- Demonstrated ability to set clear objectives and goals and seamlessly mobilize multi-disciplinary and cross functional teams towards achievement of short and long-term market and company's growth goals.

- Proficient in determining and monitoring achievement of sales KPIs and working with product managers to identify market growth/ cross-sell opportunities to increase product holdings and improved revenues.
- Critical thinker applies exemplary analytical and business acumen to develop, conduct, and coordinate high level analyses that facilitates business decision-making; entrepreneurial attitude, driven by a visceral desire to succeed and excel in every endeavour.

#### - PROFESSIONAL ACCOLADES -

* Dubai SM	- Hazel Jackson -How I can become a Multiplier Leader.
* Ron Kaufman's	- The Service Leadership – Uplifting Service.
* Verne Harnish	- Scaling Up. The Face and Pace of the Company
* JAIREK ROBBINS	- Create the Confidence & Certainty
* Brian Tracy	- ONE DAY MBA

## WORK EXPERIENCE

**Eltechnobiz Enterprise FZ LLC Nov 2020 till present**  
**Regional Sales Head**



### Contribution Snapshot:

**Overall charge:** Regional Sales Manager with extensive experience overseeing all sales and business development strategies for large & SME profit centre. Dedicated leader with outstanding communication skills and a proven track record of success increasing sales revenue, securing customer loyalty, and motivating sales teams to perform at their best.

**Key contributor:** Proven Regional Sales head as professional who is able to motivate a sales force and focus it on success. Adept at administrative organization utilizing talent and resources and meeting or exceeding all sales goals. Specializes in projects improvement and digital products.

### Impact Summary:

High energy professional driving prodigious value to my clients. Visible achievements in enterprise smart home solutions, Services for sales & retail segments also include **Gaming Products**, Electronics, IT, White Goods, and customized Projects. Strong optimization & Supply chain. A creative problem solver with the ability to combine technology and leadership to develop solutions that create competitive advantages, improve processes, and maximize ROI of team members and current investments revenues expansion functions besides development of company's overall sales territory such as **KSA, Qatar, Lebanon, Jordan, Egypt, Iran etc.** aimed at positively impacting the top and bottom-line performance. Managing a team of Merchandisers based in all Retail Partners as well as serving as an In-charge of recruitment of new merchandisers.

### Significant Highlights:

- Constantly expanding sales and product knowledge with digital innovative solutions products.
- Leading the development of sales capacity and capability (recruitment, retention and training), effectiveness (target setting, incentives and service delivery) and efficiency (activity management and coverage ratios) to achieve targets and behaviours.
- Responsible for maintaining a sales and product training schedule for each sales professional.
- Able to work closely with marketing and research & development departments for constant scale up.
- Exceptionally strong communication and presentation skills.
- Implementing a continuous improvement model to drive superior economic performance, customer value and innovation across the sales team by focusing on new sales techniques and models.
- Coaching, mentoring and supporting the team to ensure sustainable, effective leadership and management of the people within the division to deliver a high performance culture.
- Managing the national & export account strategy and relationships with wholesale distribution providers.
- Communicate with passion to engage senior management to develop new products, services, and solutions to maximize profit centre results in customized project based concepts.

## WORK EXPERIENCE

**WB -Technologies LLC, Dubai, UAE | DEC 2018 till Nov 2020**  
**Regional Sales Manager**



### Contribution Snapshot:

**Overall charge:** of successful and proven track record, with the ability to lead and manage a team of Sales professionals to achieve the business goals. Capability to develop and implement sales objectives, KPIs and measure / monitor sales performance.

**Key contributor** Well-rounded exposure and knowledge of the industry globally. An international exposure and outlook are essential. Grew the reseller cash market, with distribution, and exceeded revenue quota by 125%.

### Impact Summary:

Providing inputs for overall strategy for sales & retail segments include **Gaming Products**, Electronics, IT, White Goods, and customized Projects to drive profitability and delivering sales target for all products by on-going monitoring & reviews of the activities. Utilizing outstanding commercial acumen to oversee planning, marketing, and company's product reach and profit revenues expansion functions besides development of company's regional, national and international sales territory such as **KSA, Lebanon, Jordan, Iran etc.** aimed at positively impacting the top and bottom-line performance. Managing a team of Merchandisers based in all Retail Partners as well as serving as an In-charge of recruitment of new merchandisers.

### Significant Highlights:

- Collaborate with the sales team of each region and establish and execute a sales goal for the region.
- Manage the sales team in order to maximize sales revenue and meet or exceed corporate-set goals.
- Work with key accounts power retailers/exporters in the business to identify long and short-term objectives.
- Create and implement Sales action plans incorporating key actions that work to set KPIs for the business.
- Provide leadership and direction to the Sales department, educate the sales team with presentations of strategies, seminars, and regular meetings.
- Monitor and analyse sales performance to identify and rectify gaps. Review regional expenses and recommend improvements.
- Monitor and report competitor activity on a regular basis.
- Forecast annual, quarterly, and monthly sales goals.
- Meet regional sales financial objectives by forecasting requirements, preparing an annual budget; scheduling expenditures; analysing variances and initiating corrective actions.
- Own and hit/exceed annual sales targets within assigned territory and accounts.
- Develop and execute strategic plans to achieve sales targets and expand our customer base.
- Build and maintain strong, long-lasting customer relationships.
- Prepare Sales and CRM processes and systems to meet the business requirements.
- Implement an effective sales forecasting system to minimize the effect of peaks and troughs.
- Formulate and set up effective customer care and client relationship strategies to maintain customer loyalty.

**Merlin Digital LLC, Dubai, UAE | Nov 2011 to Dec 2018**  
**Business Development Manager**



### Contribution Snapshot:

**Overall charge** of increasing its turnover by driving sales growth through new and existing clients.

**Key contributor** in designating the organisational presence in the rapidly growing industry- Building sustainable "Green Magic Homes", "Corporate In-flight Duty-Free Shopping & Travel Retail" by launching company's digital products "Cloud Scribe"; Merlin Actifit Stay Fit 24/7; and Merlin I-flash OTG +64 GB SD Card in their in-flight prestigious magazines.

### Impact Summary:

Providing inputs for overall strategy for sales & retail segments include Sustainable Projects of Green Magic Homes, Gaming, Electronics, IT, White Goods and customized Projects to drive profitability and delivering sales target for all products by on-going monitoring & reviews of the activities. Utilizing outstanding commercial acumen to oversee planning, marketing, and company's product reach and profit revenues expansion functions besides development of company's regional, national and international sales territory. Aimed at positively impacting the top and bottom-line performance. Managing a team of Merchandisers based in all Retail Partners as well as serving as an In-charge of recruitment of new merchandisers.

#### **Significant Highlights:**

- Pioneering in designing built and managing the infrastructure for 5 new businesses which helped in acquiring and developing relationships representing growth in 35% asset in 4 years.
- Building up of Green Magic Homes, contributing to its sustainable creation via IOT solutions, smart home automation technologies, handling its eco-friendly operations constituting to its development. Bringing innovation to the market through the solar, natural carbon fibre structure resources eventually leading towards a prospective growth in this field.
- Served in a mid-management role for key accounts sales and augmented it from 6 M to 35 M in a period of 4 years.
- Significantly improved the sales team by 30% effectiveness of product sourcing/ training/deliveries.
- Key achiever for KPI's of 30% new hiring/Key retails rules/ key positioning brand visibility with 25% and accuracy sum to 85%.
- Reduced the time required to respond to customer requests and improved customer satisfaction by providing front line counter staff with the skills, knowledge authority needed to resolve customer inquiries and complaints.
- Identified and developed Saudi Arabia Market with constant visit to all leading brands of Power-Retail and Riyadh Duty Free.
- Exhibited prowess in handling a multitude of responsibilities pertaining to Operations, Business Strategy, Strategic Planning, Event & Project Management and New Market Penetration.
- Coordinated the Digital Marketing activities with Marketing Manager besides coordinating different events such as Gitex Technology Week, and Distree.

#### **Al Fahim Group Unicraft Division | May 2009 to Sep 2011**

**Sales Manager**



#### **Impact Summary:**

Formulated aggressive marketing strategies to create a pull for the products as well as altered the product mix/specifications to align with local market demands. Accelerated the business growth while influencing, motivating and leading staff, prospects, customers, vendors. Managed operations and re-engineered working SOP's for enhanced operational effectiveness. Promoted a collaborative, high performing, equal opportunity, and an open-door organizational culture through employee empowerment initiatives.

#### **Significant Highlights:**

- Acknowledged for displaying versatility in managing multiple distributorships & dealership, supplier relationship and multiple product lines as well as for providing solutions to Clientele and Corporate Channel Sales Development across UAE.
- Activated Greenfield Operations for the company in the field of Consumer Electronics & Home Appliances.
- Identified new clients in different sectors i.e. Hoteliers, Property Developers, Government institutions and Contracting Companies to create pipeline for revenue generation.
- Effective role in signing MOU's with different vendors, credit allocation, control, assessment and monitoring of payment receivables; and undertaking marketing research activities with regards to competitor brands & brand positioning.

#### **GECO Group Electronics LLC | Sep 2006 to Apr 2009**

*Home Appliances & Digital Product*

**Corporate Sales Supervisor**



#### **Impact Summary:**

Tasked to provide potential clientele to Corporate & Channel Sales Divisions across UAE for Super General Brand of kitchen products and home appliances. Imperative in pre-diversifying sales model by structuring a channel of 5 Relationship Team Members; and direct marketing cross-sell model to compare Annual Business Plan and Monthly Sales Forecasts.

### Significant Highlights:

- Brain behind developing and effectuating a strategic plan that ensured delivery of business & revenue targets for product portfolios across unsecured Lending and Secured Assets businesses.
- Promoted exceptional best practice within sales & operational process with independent 100% call back policy, robust documentation quality checks, quality assurance reviews and stringent training programs.
- Developed core business strategies to facilitate new business developments, whilst providing operational and personnel support to ensure the functionality and sustainability of the organization.
- Identified new clients in different sectors like Hoteliers, Property Developers and Contracting Companies.

**Akira Middle East, Dubai, U.A.E | Mar 2004 to Aug 2006**

*Home Appliances & Digital Products*



**Sr. Sales Executive**

### Impact Summary:

Conceived, conceptualized, and implemented a credible and compelling Corporate & Dealer Sales Network and marketing plan to establish & grow the business for Akira Audio/Video Products & Home Appliances. Assured enhanced market share and dealer service by appointing new sub-distributors & dealers and handling related activities (Credit Allocation, Control, Assessment and Monitoring of Payment Receivables).

### Significant Highlights:

- Proposed and rolled-out attractive sales promotions activities on festivals & as per seasons in Hypermarkets & Supermarkets.
- Fortified the organisation by generating new business in the Institutional Segment.
- Provided leadership and management to ensure achievement of targets for profitability, growth, and equity of the products within the portfolio.
- Notable role in sourcing products directly from manufacturers - LG, TOSHIBA, SAMSUNG, and SONY, Sharp, Panasonic, and IBM in a cost-effective manner as well as managing brands.

**Al Futtaim, National Panasonic Div., Abu Dhabi (May 2001 to Feb 2004)**

**Showroom Supervisor**



### Impact Summary:

The stint required leading a team of 5 members representing Al Futtaim Panatech at Costless Mina, Abu Dhabi (a place for 13 brands to operate under one single roof). Ensured showroom's success by introducing new models in consultation with Sales & Retail Manager and suggesting & implementing attractive sales promotions to augment sales.

### Significant Highlights:

- Directed market and competitor analysis while reinforcing a distinctive brand value and awareness to highlight value propositions of innovative products through compelling packaging and consistent promotional measures at the point of sales.
- Recorded attainment of sales targets and gross margins while operating as independent profit centres.
- Designed manuals, KPA's and KPI's, Standard Operating Procedures Manual; and trained staff in all areas of retail – operations, company, product, and customer service.
- Handling space planning, merchandising and promotional activities as well as implementing new retail outlets.
- Acted as a focal point to ensure superior /front line customer service at the outlet and constantly maintained standards for follow-up for the home deliveries, installations, and after sales service
- Involved in wholesale invoicing of the items sold at Costless on daily basis and submitted sales reports and inventory reports to the branch manager as well as the H.O. on monthly basis.

## CAREER COMMENCEMENT

**Juma Al Majid Est. - Samsung & Citizen Showroom (Sep 2001 to Feb 2004)**

Showroom Sales Executive cum Administrator

## EDUCATION

▲ Bachelor of Commerce, Pune University, India - 2005

**Software Literacy:** Productivity Software | Focus Software | Android & IOS Applications | MS Office Utilities (Word, Excel, PowerPoint, Access, Project) | Google Drive Functions | Other Internet Applications

## PERSONAL DETAILS

**Date of Birth:** 7<sup>th</sup> Aug 1977  
**Marital Status:** Married  
**Driving License:** U.A.E valid  
**Home Address:** Abu hail area D

eira Dubai.