

O|M

Omer Masood

Business Development | Skilled Communicator | Retail Manager



+971 544251251



masoodomer@gmail.com



Armada 4, flat 509, Dubai,
UAE

SKILLS

- Business Development
- Strategic Planning
- Market Analysis
- Security Services
- Supervision
- Team Building
- Inventory Management
- Office Management
- Product Development
- Training & Development
- Relationship Building
- Contract Negotiation
- Program Management
- Corporate Innovation
- Import/Export Operations
- Competitive Analysis
- Leadership Development
- Continuous Improvement
- Time Management
- Strong Networking
- Project Management
- Emergency Management
- Collaborative Skills
- Leadership
- Critical thinking
- Adaptability
- Monitoring
- Presentations
- Customer Service

EDUCATION

Bachelor of Science in Commerce
(B-COM) 2005 - 2009

PROFESSIONAL PROFILE

A result oriented professional with over 11 years of UAE experience in Business development & Sales. Excellent relationship builder, channel developer, negotiator and sales strategist. Highly trained to utilize all available data to analyse sales pattern and market share, finding problem area and putting together a plan to recover and strengthen weak areas of business,

CORE COMPETENCIES

- Outstanding interpersonal skills with strong team spirit and great respect for diversity
- Ability to meet deadlines, work on multiple projects, and coordinate the work of others
- Strong written and verbal communication effectively for documentation and correspondence
- Proficient in Computer systems and MS Office suite (Word, Excel, PowerPoint)
- Can operate all computer OS like Win7, Win8, Mac by Apple Inc.
- Can operate all mobile platforms like Android, iOS, Blackberry OS, Windows, etc.
- Strong organizational capability, able to prioritize large volumes of diverse work effectively to meet deadlines
- Exceptional organization skills with the ability to prioritize and manage multiple tasks simultaneously
- Ability to work in a fast-paced demanding retail environment with an enthusiastic, flexible attitude.
- Can speak English, Hindi, Punjabi, and Urdu
- Ability to accept and learn from criticism

WORK EXPERIENCE

IR Sales Manager
DXG Electronics Trading

April 2019 -Present



- Responsible for the product planning and execution throughout the Product Lifecycle.
- Delivering the operating plan achievement of market share, revenue, profit and return on investment for all the channels, categories of business of key customers.
- Managing all orders from purchasing & logistics requirements to all final destinations.
- Developing all Purchase orders as well as other documentation requirements for all procurements and productions according to suppliers' quotations.
- Working consistently to achieve optimum quality and cost efficiency as per company workflow & ISO standards.
- Processed all administrative formalities (Order forms, packing lists, accounting, etc.)
- Planned and organized all steps of logistics and shipping to ensure timely delivery.
- Responsible for selling of Mobile, and Mobile accessories to Retail Outlets and IR Channels across UAE & Overseas Market with 49 sales supervisors. & 158 Merchandiser.

- Budgeting & Forecasting: Forecast & plan performance objectives for the year ahead through creating sales targets. Ensure the delivery of set objectives and targets through the successful utilization of all resources i.e., inventory, assets & human resource.
- Supporting the development and implementation of annual marketing plan, sales budgets, sales strategies, objectives, and special sales projects.
- Developing, driving, and implementing channel marketing activity for channel partners.
- Implementing channel campaigns to expand market share and pursue aggressive growth.
- Defining monthly targets for the sales team and promoters. Model wise targets are defined for promoter's basis the outlet potential which is cascaded accordingly to Sales executive's targets on Sell In basis.

Business Development Management:

April 2019 to October 2020.

- Contacting potential clients to establish rapport and arrange meetings.
- Planning and overseeing new marketing initiatives.
- Researching organizations and individuals to find new opportunities.
- Increasing the value of current customers while attracting new ones.
- Finding and developing new markets and improving sales.
- Attending conferences, meetings, and industry events.
- Developing quotes and proposals for clients.
- Developing goals for the development team and business growth and ensuring they are met.
- Training personnel and helping team members develop their skills.
- Budgeting & Forecasting: Forecast & plan performance objectives for the year ahead through creating sales targets. Ensure the delivery of set objectives and targets through the successful utilization of all resources i.e., inventory, assets & human resource.

Area Sales Executive | February 2017 - March 2019



Endeavor Electronic Trading LLC

- Maintaining and increasing sales.
- Reaching the target and goals set for area.
- Establishing, maintaining and expanding customer base.
- Servicing the need of existing customers.
- Increasing business opportunities through various routes to market.
- Setting sales targets for individual reps and team.
- Recruiting and training sales staff
- Allocating areas to sales representatives.
- Developing sales strategies and setting targets.
- Monitoring team's performance and motivating them to reach target.
- Compiling and analyzing sales figures.
- Possibly dealing with some major customer accounts.
- Collecting customer feedback and market research.
- Reporting to higher management.
- Keeping up to date with products and competitors



Hisense Middle East FZE

Field Marketing Executive

- Analyzing and investigating price, demand and competition.
- Keeping Track of the sales and inventories.
- Devising and presenting ideas and strategies.
- Promotional activates and monitoring performance.
- Compiling and distributing financial and statistical information.
- Preparing weekly reports. Include benchmark sheet.
- Organizing events like GITEX, roadshows, and product exhibitions.

Trainer

- Identify and assess future and current training needs through job analysis, career paths, annual performance appraisals and consultation with line managers.
- Draw an overall or individualized training and development plan that addresses needs and expectations.
- Deploy a wide variety of training methods.
- Conduct effective induction and orientation sessions.
- Monitor and evaluate training program's effectiveness.
- Manage training budget.

Service Center in - charge

- Identify and assess customers' needs to achieve satisfaction.
 - Build sustainable relationships of trust through open and interactive communication.
 - Provide accurate, valid and complete information by using the right methods/tools
 - Meet personal/customer service team and call handling quotas
 - Handle complaints, provide appropriate solutions and alternatives within the time limits; follow up to ensure resolution
 - Keep records of customer interactions, process customer accounts and file documents
 - Follow communication procedures, guidelines and policies
 - Keep maintain the record of services center requirement in UAE and outside off UAE (Qatar, Oman, Saudi, Morocco, and Egypt). And arranging the shipment for need full things.
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CASH & CARRY

Cosmo FMCG PVT

Jinnah Park Rawalpindi, Pakistan

Duties and Responsibilities:

- Prepares the records which includes all about inventory, receiving goods, ledger.
- From the respective parties on fortnightly basis and even for the vouchers (cash payment vouchers, bank payment vouchers)
- Maintains the quantity wise sale of the entire cashier and reconciled on daily basis; prepares the list of fixed assets of every cashier on monthly basis.
- Provides first class customer service that brings customers come again.
- Plan, organize and implement several projects simultaneously,
- which gives close attention to each assignment.

Personal Information:

Date of Birth: 15th May 1988

Passport: AV0877094

Religion: Islam

Nationality: Pakistani

Marital Status: Married

Gender: Male

Languages: English, Urdu, Punjabi, Hindi

Holding **UAE Driving License** since August 2014

EVENTS PARTICIPATED: fund raising for earthquake 2005 victims; donation for different NGO's, GITEX Shoppers @ World Trade Centre Dubai - 2013, 2014,2015,2016.2017.

Reference upon request