



Ammar Saifuddin

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Dulara Pride Parsi Colony Karachi, Pakistan

Director Sales and Marketing

Seasoned and results driven professional with 19 years of proven leadership in Sales, Marketing, Operations Management, Business development, and Strategic growth initiatives across global markets. A visionary leader with a sharp focus on operational excellence, innovation, and sustainable business impact.

Proven expertise in optimizing operational processes and driving efficiency across IT (SAAS, PAAS, and IAAS) Artificial Intelligence Machine Learning, Cloud, Fintech, Cyber security, Staff Augmentation and telecommunications industry for ultimate profitability and organizational success. Adept at streamlining workflows and executing leading-edge strategies in challenging market conditions. Known for building high-performing teams focused on maximizing operational performance and customer satisfaction. Expertise spans domestic and international markets with focus on managing complex operations for Fortune 500 companies to ensure growth, scalability, and long-term organizational goals. Track record of delivering insightful technical solutions to customers and key stakeholders as per emerging requirements.

Areas of Expertise

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|--------------------------------------|---|---------------------------|
| • Sales & Business Development | • Team leadership & Motivation | • Customer Retention |
| • Sales Strategies & Forecasting | • Sales Reports Creation | • Budget Administration |
| • Revenue Growth & Optimization | • Cost effective Technical Solutions | • Operations Management |
| • Marketing & Performance Management | • Time Management & Task Prioritization | • Stakeholders Engagement |

Professional Experience

Director Sales and Marketing, LN Technologies **Feb 2024 – Present**

I lead business growth and revenue generation through strategic digital sales channels and performance driven marketing initiatives. I have successfully expanded market reach, leveraging platforms like Google & Bing PPC, Bark, Up-work, Fiverr, Freelancer, Facebook, Instagram, Twitter, and LinkedIn Sales Navigator to drive lead generation and high value deal closures (\$1,000,000+) I oversee sales strategy execution, CRM implementation (Zoho, Salesforce, Odoo), and marketing optimization, ensuring seamless customer acquisition, on boarding, and retention. I collaborate cross-functionally with operations, HR, finance, and production teams to enhance efficiency and reduce turnaround time (TAT) Additionally; I develop sales forecasts, KPI reports, and data driven strategies to align with business objectives. I also lead sales training programs, mentoring teams to maximize performance and scale revenue in SaaS, Fintech, Blockchain, AI, and emerging tech industries.

- Generated and increased sales across USA, UAE, UK, KSA, and Canada, consistently meeting monthly KPIs.
- Secured \$2.95 million in new business opportunities in first three quarters by targeting high-growth business units and expanding service offerings.
- Evangelized and supported sales team in closing large deals, improving lead generation processes.
- Expanded customer base by 38.8% through strategic business development and data-driven sales strategies.
- Improved marketing campaign efficiency by 33.2% through data-driven strategies and operational enhancements.
- Achieved \$0.05 million in cost savings by streamlining marketing operations and optimizing partnerships.
- Expanded market reach into 30 new territories within 18 months.
- Led digital advertising, content strategy, and branding initiatives to strengthen market presence.
- Designed and executed marketing campaigns for SaaS, Fintech, Blockchain, AI, staff Augmentation, and emerging tech industries. Oversee RFP responses, collaborating with technical, legal, and finance teams to submit winning bids
- Developed data-driven strategies to enhance demand generation and lead conversion.
- Developed and executed multi-channel digital marketing campaigns across Google PPC, Bing Ads, Meta (Facebook & Instagram), LinkedIn, and Twitter/X to generate high-quality leads and boost brand visibility.
- Strengthened brand positioning through strategic content marketing, SEO, email marketing, and thought leadership initiatives, resulting in a 30.4% increase in inbound leads.

- Launched data-driven demand generation programs, improving lead-to-client conversion rates by 40.4% within the first year.
- Spearheaded marketing automation, integrating CRM tools like Zoho, HubSpot, and Salesforce to optimize customer journeys and engagement.

Freelance IT/Telecom/Contact Center Project Head

Jan 2020 – Aug 2023

Led development of business units and long-term strategic sales and marketing plans, covering mobile apps, logo design, website development, gaming, animations, and corporate videos. Spearheaded and managed multiple start-up ventures in IT and telecom sectors, overseeing budgets exceeding \$1,000,000. Engineered and implemented CRM and ERP software solutions to automate customer requirements tracking across 120+ programs for 92,000 customers. Organized and executed various business projects, including Google Pay-Per-Click campaigns, call center setups, recruiting, payroll management, and promotional campaigns. Gathered and analyzed client business information through shadowing, interviews, surveys, and reports to identify operational weaknesses and areas for improvement. Assisted clients in implementing strategic plans, resolving discrepancies, and adjusting approaches to ensure successful outcomes. Developed and designed detailed business plans with strategic investments to achieve ROI and profits.

- Streamlined client operations and boosted efficiency through CRM and ERP software, automating requirements tracking for 92,000 customers.
- Formulated actionable recommendations based on data analysis, delivering clear, insightful reports tailored to client capabilities.
- Created a six-month strategic plan that helped clients achieve profitability between 150%-200% by focusing on targeted investments.
- Presented findings and practical advice to clients, ensuring alignment with their objectives and constraints.

Regional Marketing and Sales Manager, Q Mobile Pakistan

Mar 2016 – Dec 2019

Identified and cultivated new marketing partners for Q Mobile across Pakistan, managing long-term relationships with channel partners. Allocated and optimized monthly marketing budgets for key partners, collaborating on market potential assessments and developing Go-to-Market plans. Trained retail marketing staff, organizing workshops in collaboration with channel partners to boost product awareness and sales effectiveness. Designed and executed marketing promotions, including media campaigns, advertisements, ATL (Above-the-Line) and BTL (Below-the-Line) activities, coordinating with partners and internal teams. Reviewed and analyzed sales performance periodically, implementing strategies across retail channels to meet company targets. Organized marketing activities with vendors, key accounts, carriers, and principals for promotional offers and product launches. Partnered with company leadership to provide updates and support for various channel initiatives, aligning with corporate objectives.

- Increased market penetration by 35% through consistent monitoring and management of sell-in/sell-out activities across channel marketing.
- Gathered and forecasted critical competitor data, ensuring optimal lead times for product delivery.
- Strengthened customer relationships while maintaining high customer satisfaction, retaining and engaging existing customers.
- Enhanced sales effectiveness through retail staff training and collaboration with channel partners.
- Supported key partner sell-through efforts with carriers, generating detailed reports to facilitate top management's strategic decision-making.

Business Unit Head, ABTACH Ltd

Mar 2015 – Feb 2016

Recruited, selected, oriented, and trained employees to meet regional marketing and HR objectives, managing staff performance through coaching, counseling, and discipline. Prepared and allocated marketing budgets, utilizing SEO, SEM, PPC, email marketing, and social media channels to generate leads and win business. Forecasted and analyzed annual budget variances, scheduling expenditures, and initiating corrective actions to meet regional sales and marketing objectives. Guided and advised team leads and marketing representatives, building rapport with key customers and identifying emerging business opportunities. Recommended and launched new product lines (CRM, ERP, mobile applications, games) by tracking market trends, competitor activities, and collaborating with stakeholders. Participated in industry seminars and exhibitions to stay updated on sales messaging, branding, and marketing strategies. Built and deepened relationships with key accounts through periodic visits, exploring client needs, and customizing SLAs and business plans for future business opportunities.

- Achieved and maximized \$1.35M in revenue by streamlining sales operations and optimizing account development initiatives
- Contributed to 43% of regional sales and marketing objectives by implementing strategic action plans and driving system improvements.

- Improved marketing campaign efficiency by 15% through data-driven strategies and operational enhancements.
- Expanded and maintained customer base by proactively guiding teams and enhancing customer relationships.
- Launched new product lines that aligned with market trends, driving increased business opportunities and revenue.

Regional Product Marketing & Training Manager, Nokia

Nov 2012 – Feb 2015

Oriented, trained, assigned, scheduled, coached, counseled, and disciplined employees to optimize team performance and meet Nokia's marketing objectives. Collaborated with marketing partners (Mobilink, Warid, Zong, Ufone) to execute high-impact campaigns that elevated brand presence. Designed and maintained marketing resources, including information systems, libraries, and integrated support systems, to enhance operational efficiency. Led budgeting, marketing management, and execution of ATL/BTL activities, fostering corporate and partner collaborations. Planned and implemented marketing programs through SEM, demonstrations, conferences, and workshops for product positioning and customer engagement. Contributed to strategic plans, conducted sales training, and ensured completion of action plans that drove quality, productivity, and customer service standards. Identified market needs through country-wide marketing programs, determining budget requirements by reviewing sales trends and team insights. Prepared annual marketing budgets, scheduled expenditures, and analyzed variances to meet financial objectives. Updated job knowledge by engaging in marketing conferences, reading industry publications, and networking through professional organizations.

- Exceeded Nokia marketing objectives by optimizing team performance through effective employee management by 33.9%.
- Enhanced brand exposure through collaboration with key partners, executing successful campaigns across diverse platforms.
- Improved operational efficiency by developing and organizing integrated marketing support systems.
- Achieved 3.33 billion sales and marketing objectives by driving high-quality performance, increasing productivity, and maintainin customer service standards.
- Met financial objectives through effective budget forecasting, analysis, and corrective actions.

Senior Manager Business Development, Breezecom Pvt Ltd

Sep 2009 – Mar 2012

Developed and implemented business plans and sales strategies to meet company sales objectives, driving growth and increasing market share. Prepared action plans for individuals and teams to effectively search for sales leads and prospects, enabling successful reseller launches. Utilized channel development tools, creating initial contact scripts and assessing business processes to maximize reseller margins. Recruited, tested, and hired account executives, overseeing their performance and ongoing development for peak productivity. Delivered reseller messaging and awareness through email campaigns, phone prospecting, and seminars to drive engagement. Established a robust prospect base of channel partners, demonstrating product advantages via webinars and onsite presentations. Conducted one-on-one reviews with account executives to enhance communication, understand training needs, and provide actionable insights.

- Surpassed revenue quotas through strategic channel development and direct end-user sales, enhancing profitability.
- Generated \$80,000 in sales within 60 days of launching new resellers by coordinating effective action plans.
- Built and maintained a robust prospect base of channel partners, facilitating market expansion and driving engagement.
- Enhanced sales effectiveness with strong knowledge of voice and data systems, including switches and routers.
- Maximized profit margins by providing competitive pricing and timely feedback to senior management on performance.

Additional Experiences

Manager Business Development – 360 Training Inc.

Manager Business Development & Call Center Operations – Amz Access

Manager Marketing – Viz News Television (Pvt) Ltd.

Education

Master in Business Administration (MBA) Marketing and Advertising
Hamdard University – Karachi

Bachelor of Commerce (B-COM) Commerce & Accounting; Specialization
University of Karachi – Karachi