



Sofia Safdar

+ 971 50 4945977

safdarsofia@gmail.com

Dubai.

SKILLS

- Production and Operation Management
- Merchandising
- Contract Negotiation
- Staff Training and Resources
- Sourcing and Procurement
- Multi-Tasking
- Vendor Management
- Sales Management

EDUCATION

04/1989

St. Josephs | Pakistan

Bachelors of Art- Psychology ,
Philosophy, Economics

- Coursework in Speech and Communication and Psychology
- Student Council Member

PROFESSIONAL SUMMARY

Operations

This had been my primary area of experience for the past fifteen years. I have been responsible for the company's performance as dictated by its overall strategy.

My responsibilities included:

- To successfully communicate and implement the company's business strategy
- To develop and put in place strategic operation plans and budgets for the business units
- To ensure appropriate and satisfactory systems are in place for monitoring group performance against plans and budgets

Sourcing and Merchandising

My responsibilities included:

- Developing and administrating merchandise sourcing activities those were designed towards effective sourcing strategy.
- Negotiating customer contracts
- Identifying and developing relationship with new suppliers across the Far-East, MENA and the Indian-Subcontinent regions.
- Liaising with the suppliers for sampling and ensuring that the developed product is in accordance with agreed product quality and service levels.

Vendor Management

I was responsible for facilitating comprehensive strategies for supplier engagement, negotiation, contracting, performance management, issue resolution, and cost reduction for the stakeholders, enabling them to meet operational and strategic objectives.

WORK HISTORY

06/2005 -10/2020

Triburg Freight Services | Dubai, DU

Operations

A subsidiary of Triburg Investments Limited specializing in Supply Chain Management.

Production and Operation Manager

- Developing and administrating merchandise sourcing activities those were designed towards effective sourcing strategy.
- Product costing and developing various promo packages
- Solely responsible for executing, sampling and managing bulk production as per the clients' requirements
- Hiring and training of resources for various tasks including, sales support, product fulfilment and operating shop floor.

- Managed clients in UAE within various sectors:
- Emirates Airline, Unilever, Kao Brand, Gold Well, Nandos, Wrigley's, Cussons, Nadiya Dates, Gulf Foods, etc.

01/1997 - 04/2020

Triburg Investments Limited

Sourcing and Merchandising

Triburg is one of the leading 3PL companies in Dubai. The company offers various services including supply chain management, apparel merchandising & sourcing and fulfilment services.

Senior Sourcing Manager

- Identifying and developing relationship with vendors across MENA, Indian Subcontinent and Far East regions.
- Negotiating contract and SLA with vendors.
- Following up on production status at vendor locations, monitoring processes and identifying deviations and implementing corrective actions.
- Liaising between the client and vendor to ensure efficient fulfilment of orders.
- Sampling the finished product to ensure quality adherence as agreed with the client before dispatching the product.
- Managed clients across US, Europe and the UAE:
 - o USA - Abercrombie & Fitch, Hollister, Ralph Lauren, American Eagle, Gap Ltd Group, Express Limited, Tommy Hilfiger, Nautica, etc.
 - o Europe - Peak Performance, Carli Gry, Zara, etc.
 - o UAE - Uniform supply to flydubai, Emirates Airline, KLM, Emaar, Nandos, DP World, etc.

11/1993 - 10/1996

Quincy Acme | Karachi, Pakistan

Senior Merchandiser

Quincy Acme was one of the leading buying houses based out of Karachi Pakistan. The company had numerous blue-chip clients across US, Europe and the Far East.

Senior Merchandiser

I joined the company as an assistant merchandiser and progressed to the level of Senior Merchandiser within 18 months. My role as the Senior Merchandiser was to liaise with company's clients and ensure timely fulfilment of their orders. The job entailed assisting the senior management with:

- Negotiating contractual details with the clients
- Sourcing vendors, sampling and timely delivery of order
- Sample inspecting the batch and liaising with the freight forwarder for dispatching the product.
- Customer service and support and managing account receivables.

CERTIFICATES

- Basic Food and Hygiene
- First Aid
- Fire Fighting
- HACCC Implementation
- Free Zone Industrial Operation Awareness
- ISO

PERSONAL INFORMATION

- Fluent in English, Urdu and Hindi
- Visa Status - UAE Residence/ Employment
- Holding UAE driving License

REFERENCES

Will be furnished upon request