

## Muhammad Naveed

Sales Manager  
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### Summary

- ✓ Business focused professional with 13+ years' experience, credited with combining product, sales, marketing B2B sales, and business development/operation expertise delivering substantial growth in highly competitive business markets.
- ✓ Provide high quality professional development and personal leadership skills in key areas such as sales, trade marketing, demand planning, forecasting, business development, brand building, and relationship management.
- ✓ Instrumental in strategic negotiation, budget management, market analysis, segmentation, key account management, supply chain, channel, market development, managing distributor and marketing communication.
- ✓ Adept at turnkey solution for increasing business.

### Professional Experience

#### SaudiGulf Airlines Feb 2019 - Present | Sialkot, Pakistan

Establish and strengthen robust strategic relations with B2B and B2C customers in identifying clients and retaining key stakeholders onboard. Play a key role in streamlining and supervising everyday account management activities. Identify and resolve complex service issues. Hold full accountability for producing and maintaining competitor intelligence reports and client facing presentations in a timely manner.

#### Key Accomplishments

- Attained and surpassed new business to facilitate in raising revenue growth with a keen focus on market intelligence and MIDT by developing and executing a comprehensive strategy.
- Attained and surpassed organization's sales development targets by leading a high performing team of two sales executives, one Counter Supervisor, and two reservation & ticking staff members.
- Succeeded in analysing and maximizing long term revenue growth prospects and minimizing cost of sales to facilitate channel shift objectives by developing and executing effective corporate sales plans.
- Significantly raised average seat factor from 75% to 89% as well as attained entire sales revenue of PKR 490M for FYE 2019 in recognition of achievement of excellence.

#### Sr. Sales Executive Qatar Airways Jul 2015 - Jan 2019 | Multan, Pakistan

Streamlined and administered complex Qatar Airways sales activities in Bahawalpur, Multan, Dera Ghazi Khan, and Rahim Yar Khan within South Punjab region. Assumed and maintained full accountability for developing key accounts by applying aggressive approach & support to further states within the area. Developed and managed key accounts by using aggressive approach within the area. Presented discounted fares and special handling processes while facilitating large groups in overseeing revenue and passenger handling sections of Qatar Airways.

### **Key Accomplishments**

- Attained and surpassed yield and revenue improvements in a highly competitive market even though Qatar Airways in the market.
- Succeeded in accomplishing revenue sales targets by strengthening long-term relations with corporate clients, travel agents, and tour operators within the region.
- Delivered strategic direction and guidelines to highly skilled sales team and travel agents regarding selling and promotion and delivering market and competitor information to the management.
- Met and exceeded customer requirements while processing reservations requests within specified time frame.

### **Senior Officer, Sales Promotion, Group Tours, & Charters Pakistan International Airlines Sep 2009 - Jul 2015 | Karachi, Faisalabad Pakistan**

Rendered keen eye for details to analyze and supervise IATA-BSP & comparative sales, PIA/competitors schedules, and targets vs. capacity of agents and Carriers. Oversaw and resolved domestic and international commercial charter inquiries by delivering tailored solutions suitable to client requirements in liaison with existing and potential clients. Helped charter clientele by offering modern and in time services which led to direct impact on the expansion of organization.

### **Key Accomplishments**

- Played an integral role in developing and devising effective plans and strategies for revenue optimization and presenting reports to the management.
- Produced PKR 2B+ in sales while coordinating with travel agents (PIA Business Partners) and interpreting services to multinational & national organizations.
- Developed and oversaw products by linking PIA's holiday packages and charter services for corporate houses, business travelers, universities, leisure tourists and families by offering tailor made and customers' facilities.
- Negotiated contracts with hotels, tour operators/guides, vendors, and ground transporters to ensure promotion of holiday packages regarding customer preferred holiday destinations.

### **Territory Sales Officer Dalda Foods (pvt) Ltd Aug 2008 - Aug 2009 | Attock, Pakistan**

Oversaw supplies and deliveries of operations, such as occasional route riding. Shoulder the responsibility for analyzing and managing data and providing feedback and reports to the management.

### **Key Accomplishments**

- Positioned as a Sales Officer to analyze and evaluate stocks, daily sales, targets, and performance of the sales team regarding everyday achievements.
- Spearheaded high performing sales team to oversee sales & distribution tasks of company's products to retailers and end users.
- Declared Best TSO of the Year

**Program Officer**  
**Development Pool**  
**Dec 2006 - Jul 2008 | Lahore, Pakistan**

Conducted market research for demand analysis of drinking water in various areas of Lahore. Managed three entrepreneurship development workshops at Sialkot, Gujranwala, and Faisalabad. Conducted important meetings with NGOs and other organizations such as Engro, Acumen Fund, LEAD, Kashf and Bhalai to explore new opportunities for Pani Ghar.

**Key Accomplishments**

- Spearheaded important operations and sales management functions of Pani Ghar, SME business support funded projects for Textile firms as a Team Member.
- Effectively identified, defined, and oversaw customer segments and key areas of growth to attain desired results.
- Designed and presented complete Marketing Plan for Pani Ghar in Acumen Fund for approval in New York.
- Performed research on Young Entrepreneurs of Pakistan and provided it to a German NGO “Friedrich Naumann Stiftung” at Islamabad for printing.

**Education**

Lahore University of Management Sciences (LUMS), Lahore  
Short Course, Entrepreneurship Development  
Entrepreneurship  
2007

International Islamic University,  
Master’s in business administration  
Marketing  
2006