



# KAMRAN SHAHID

House # 3, Street # 2, Near Shell Gas Station, Ramzan Street

Yasrab Town, Bahawalpur

Contact Nos. +92 (62) 228 0870/(0300) 968 0072

e-mail:shahid\_kamrank@hotmail.com

## OBJECTIVE

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Enhancement of managerial skills pertaining to Sales & Marketing field and achievement of leadership skills, aligning core-competencies and growth into the desired career framework.

## PROFESSIONAL PROFILE

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- 15+ years of Sales & Trade Marketing experience (Managerial Level)
- Result Oriented, Proactive, Patient and confident with Can –do attitude
- Team leader and Team player
- Excellent communication skills

## PROFESSIONAL EXPERIENCE

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### **Samsons Group (Cigarette Division):**

**Snr. Area Sales Manager:** (NOV. 2019 – To date)

- Managing “Sales & Distribution” activities of District RYK.
- Managing Monthly, Quarterly & Yearly targets (OB) successfully
- Managing Sole Distributor, Feeding entire Area Stocks to Sub – Ds
- Ensuring Business stability through a Team of 6 D.Es,DSRs & 8 Sub – Ds

### **Pepsi Co.**

**Sales Manager:** (Aug. 2017 – Oct. 2019)

- Managing “Sales & Distribution” activities of “Multan Base & Outskirts”
- Managed “Sales & Distribution” activities of “Zone Khanpur & Uch Sharif”
- Managing Monthly, Quarterly & Yearly targets (AOP) of assigned Zone

- Managing KPI's (Productivity, SKU / Bill, Units / Chillers)
- Handling MEGA Distribution (comprised on 9 distribution) in Multan Base
- Hands on Experience for implementing new Routes as per retail census (2017 - 18) in Pepsi with DMS (Distribution Management System)

**Tapal Tea (Pvt) Limited.**

**Zonal Sales Manager:** (Apr. 2016 - Jul. 2017)

- Managed "Sales & Distribution" activities of "Zone Khanewal"
- Managed Monthly, Quarterly & Yearly targets (AOP) of assigned Zone
- Handled 14 distributors / Towns – Zone Khanewal
- Hands on Experience for implementing new Routes as per retail census (2016 - 17) in Tapal with Sales & Distribution Automation program "S&D"
- Managing Credit & Recovery matters from Company and Distributors
- Effectively & Efficiently managed a team of 3 - TSO/Es in 3 Territories

**Philip Morris (Pakistan) Limited.**

**Area Manager:** (Feb. 2011-Dec. 2015)

- Managed "Sales & Promotional" activities of "Area Lodhran & Mian Channu"
- Managed Monthly, Quarterly & Yearly targets of assigned territory
- Handled 20 plus Distributors in PMPKL
- Successfully Implemented new effective Routes as per retail census (2015) with 50/80 Distribution Model
- Successfully launched New Distribution Foot Prints Model (NDFPM) with 100% retention of focused Distributors
- Effectively launched 'Trade King' program on Top 35% outlets of Area
- Executed effective operations of distributor's network as per (NDFPM)
- Managed & supervise a team of Sales & Merchandising Supervisors

**Philip Morris (Pakistan) Limited.**

**Regional Trade Marketing & Cycle Planning Manager: (Oct.2007- Jan.2011)**

- Handled all “Trade & Visibility Activities” of “Region MUX, BWP & DGK”
- Developed & ensure, implementation of Trade Programs
- Executed “Sales Cycle Plan” (as Marketing Activities in the Regions)
- Analyzed & report on impact & effectiveness of trade activities Nationally
- Ensure “Supply chain” effectiveness of POSM & its Deployment
- Ensure in store Execution Excellence with Plan-o-Gram (POG) implementation
- Develop Vendors & ensure strong Liaison with them to implement & deploy Articles / In store branding

**Philip Morris (Pakistan) Limited.**

**Merchandising & Area Sales Manager: (Nov.2002 – Sept.2007)**

- Manage “Sales & Merchandising” activities of “Area Bahawalpur”
- Responsible for ATL / BTL activities of District Bahawalpur (Vehari, BWP, A.Pur East & Sadiqabad)
- Responsible for Budgets handling & rightly consumption of up to PKR (10 Mio) on Merchandising & outdoor activates (on yearly basis)
- Strong liaison with 6 Vendors in District Bahawalpur for Development & Deployment of New Shops & Merchandising Articles (in store branding)
- Managed four (4) Merchandising Supervisors to run smooth Merchandising Operations in Territory
- Managed Quarterly & Monthly targets of Area Bahawalpur.
- Effective distribution handling of 11 Distributors in Bahawalpur territory
- Managed & supervised a team of Sales Executives
- Managed & execute an effective operation of resources on routes to ensure availability of stock at end level

**ACHIEVEMENTS**

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### **A) Sales Achievements:**

- Achieved 100% Annual Operating Plan (AOP) July 2016 (Tapal Tea)
- Ensure 100% Credit Recovery Cycle of July 2016 from designated Customers
- Achieved 100% Brand wise targets in line with OB (PMPKL)
- Continuous Enhancement & Penetration in Numeric Distribution
- Enhanced visibility and productivity, especially in targeted (week) towns through deep penetration & induction of right Resources for capturing market & enhance distributor's efficiency & profitability
- Successfully Launch of New Distribution Foot Prints Model (PMPKL) on existing Business partners with 100% retention rate
- Successfully Launch of TK & KA (PMPKL) in Area with focused retail channel penetration on high end selling outlet out of top 35% retail universe of area
- Concentrated on (SOM) for target achievement and ensure Market Leadership in assigned territory
- Concentrated and Monitor Brand Mix and SKU wise Targets and availability of stocks in shelves
- Focused on Numeric & Weighted Distribution while Increasing coverage & reduce Out of Stock (OOS)

### **B) Trade Marketing Achievements:**

- Effective implementation of Trade Programs in Region Multan
- Execution of enhanced Visibility Drives with benefit selling
- Shared segmentation data in Region Multan for effective Distribution of Routes & Resources provides different reports for analysis, mapping & re-routing
- Successfully implemented Two months Sales Cycle Planning Document & shared with Regions
- Successfully completed the task of having all National Numeric information & shared it with Sales & Marketing for designing effective Campaigns & future Strategies
- Successfully designed & communicated Retail Look & TPOSM Guidelines at all level of Sales with right Benefit Selling

### **C) Marketing Achievements:**

- Lead & successfully execute New Brands & Line extensions
- 100% & Timely communication to sales team as well as trade about all Promotional Activities by word of mouth and splash of POSM
- Planned route visits for checking awareness, acceptance, interest level and impact of campaigns through feedbacks & shared it with Internal customers

### **D) Market Development Achievements:**

- Utilized Company's resources for development of routes
- Identified new shops, introduced routes & work on to make them profitable
- Effectively managed Melas / Events for enhanced sales & promotion of Brands

### **E) Individual / (Development) Achievements:**

- Provided “On the job Training (OJT)” to Company & Distributor’s staff during classroom trainings & market visits like product, Specification, utilization of POSM, handling of complaints, attitude and behavior with trade and consumer.
- Worked on Computer Skills of Sales Executives to face challenges on the job

## **PROJECTS & AWARDS**

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### **1) Achieved Appreciation Award:**

- Best project lead (Unit-Multan) to run Uniflex installation project in Region Bahawalpur with quality, timeliness and effective placement (controlling & liaison with assigned vendors) in 2012

### **2) Cycle Planning & Communication Manager:**

**(Report to National Sales Development Manager)**

- Placed at H.O (Karachi) for 8 months on **STA** program for designing & implementation of 2 months advance Cycle Plan
- Achieved 2 months advance Cycle Plan Nationally
- Implemented Regional Segmentation Process – in coordination with Project Lead at National level within 6 months time period
- Implemented complete TPOSM deployment guidelines with benefit selling for Trade & FSF (Field Sales Force)

### **3) Attachment with Sales Planning**

- Analyzed sales reporting software/formats to identify problems & provide feedbacks with suggestions & recommendations to rectify flaws for providing better tool to Sales team for effective planning & actions to improve sales & presented to top management.

### **4) Regional Meetings (Nationally)**

- National Custodian of Regional Sales Meeting process. Initiate Regional Meetings Cycle (for sales) on Monthly / Quarterly Basis & sharing reports (Nationally) with feedbacks & insights to make this process successful & effective

### **5) ‘Merchandising Working Process (Nationally)**

- Successfully design & implement a working process flow with reporting formats & trainings to Merchandising Executives

## **TRAININGS**

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- BACE Commercial Approach

PMPKL

- 7 Habits of Highly Effective People – Franklin Covey PMPKL
- Sales & Merchandising Fundamentals (S&MF)-SOD PMPKL
- Gung Ho – Creative Synergy In Teams - NAVITUS PMPKL
- Effective Presentation & Communication Skills PMPKL
- Impression Management RIDGE
- Leadership principles of accomplished global leaders RIDGE

## **QUALIFICATION**

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- **Masters in Business Administration** 2002  
(Islamia University Bahawalpur)

## **HOBBIES & INTERESTS**

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- Documentaries
- Patriotic & family events
- Social networking
- Business literature
- Reading periodicals

## **PERSONAL**

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<b>Father's Name</b>	Kalim-ur-Rehman Shahid
<b>DOB</b>	June 27, 1977
<b>NIC #</b>	31202-8272114-3
<b>Marital Status</b>	Married (2 Children)
<b>Languages</b>	Urdu, English, Punjabi, Saraiki
<b>Relocate</b>	Upon Discussion

## **REFERENCES**

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- Will be furnished when required