



Ashfaq Ahmed Khan

Mobile: +971-50-5506384

Email: ashsabus@outlook.com

Seeking

Senior - level assignments in **Business Development, Industrial Sales, Consumer Electronics, Product Management, and Commercial Operations** with a reputed organization.

Professional Summary

- Result-oriented professional with over **28+ years of experience in Sales, Marketing, Sourcing Engineering Products, consumer electronics**, Business Development, and Client Servicing across diverse markets in the Middle East, Africa & CIS regions.
- Strategic planner and mentor with proven expertise in achieving business growth and profitability through effective leadership and strategic initiatives.
- Demonstrated success in corporate sales, including high-end technical selling, budgeting, sales promotion, and customer care with competitive environment.
- Possess an in-depth understanding of business processes and structured methodologies practiced in the industry.
- Skilled in managing cross-functional teams, fostering collaborative work environments, and aligning operations with organizational goals.
- Extensive experience representing organizations before clients, strategic vendor partners, and government regulatory authorities, ensuring smooth business operations.
- Significant experience in the management of business operations, execution of business plans for achieving profit targets and general administrative tasks.
- Exceptional communicator with excellent interpersonal and relationship management skill, capable of nurturing long-term client and stakeholder relationships.

Functional:

- | | | |
|--------------------------|--------------------------|--------------------------|
| - Strategic Planning | - Budgeting | - Industrial Sales |
| - Customer Acquisition | - Commercial Operation | - Revenue Enhancement |
| - Channel Management | - Key Account Management | - Product Management |
| - Business Development | - Product Penetration | - Material Planning |
| - Marketing Intelligence | - New Area Development | - Brand Building |
| - Customer Loyalty | - Sales Promotion | - Product Launches |
| - Team Management | - MIS | - Liaison / Coordination |
-

Core Competencies

Business Development

- Identifying and develop new revenue streams to ensure sustainable business growth.
- Foster long-term customer relationships, leading to repeat and referral business.
- Conduct competitor analysis and monitor market trends to achieve market share goals.
- Formulate and execute strategic plans aligned with business objectives

Channel Management

- Establish strong networks with financially sound channel partners for deeper market penetration.
- Appoint and support new channel partners to enhance product reach.
- Ensuring cost effective logistics operations across the distribution channel and monitoring availability of requisite goods at the various sales outlet channels.
- Evaluate and monitor distributor performance to maximize efficiency and profitability.

Client Servicing

- Address client concerns and complaints, ensuring effective resolution to strengthen relationships.
- Gather and act on client feedback to improve product utility and customer satisfaction.
- Maintain strong relationships with corporate clients to uphold service quality standards.

Brand Management

- Enhance brand visibility and secure optimal market share through strategic campaigns.
- Develop advertisement and promotional budgets, aligning them with brand positioning.
- Organize awareness campaigns to reinforce brand focus and image.

Commercial Operations

- Engage with customer and consultants during pre-tender process to define specifications.
- Estimate product costs and pricing, manage supplier tie-ups, and finalize contracts with clients.
- Deliver Compelling proposals and presentations to secure client buy-in and close contracts.

Team Management

- Train and mentor new recruits to develop their careers and align them with company goals.
- Lead and monitor team performance to drive operational efficiency and target achievement.
- Foster a collaborative and motivating work environment to maximize team contributions.

Career Graph

April 2015 - Present

Sales Director - Meaje Trading FZCO, (FISHER Japanese brand) Jebel Ali Free Zone, Dubai, U.A.E.

- Spearheading business development in the MEA regions, specializing in Home Appliances, Electronics and Air Conditioners.
- Managing the company's profit and loss operations, overseeing a total annual turnover of USD 20 Million, with a focus on optimizing financial performance and implementing strategies to enhance profitability.
- Conducting frequent customer visits to build strong relationships, understand their needs, address concerns, and identify future business opportunities.
- Travelling to manufacturing facilities in China to negotiate pricing, finalize product models, and specifications, ensuring alignment with market demands and production capabilities.

Previous Assignments:

April 2014 – March 2015

Head Of Sales (Export & Domestic Markets) – Al Futtaim Electronics

- Expanded the market presence of the **AFTRON** brand (Electronics, Home Appliances, and Air Conditioners) in exports markets across MEA and CIS regions.
- Oversaw division profitability, managing and annual turnover of USD 35 Million.

- Developed the Domestic market by collaborating closely with major retail and hypermarket chains, driving sales growth and brand visibility.
-

Feb 2003 – March 2014

SANYO - Japanese Multinational Consumer Electronics Company - Jebel Ali Free Zone, Dubai- U.A.E.

Growth Path: (Consumer Electronics Division):

Feb 2003 – Apr 2004: Product Manager

- Expanded business in the Middle East, Africa, and CIS regions for CRT-TV, Audio Systems, and Car Audio products.

Apr 2004 – Sep 2006: Area Sales Manager

- Developed business for Home Appliances and Audiovisual products in key markets such as Jordan, Lebanon, Syria, Egypt, Libya, Tunisia, Algeria, Afghanistan, and Pakistan.

Oct 2006 – Mar 2008: Assistant Regional Sales Manager

- Supported business development across the Middle East, Africa, and CIS regions by collaborating with the sales team and Regional Sales Manager.

Apr 2008 – Mar 2011: Regional Sales Manager (Division Head)

- Led business development across the Middle East, Africa, and CIS regions.
- Managed division profit and loss, supervised the sales team, and reported directly to the General Manager.
- Oversaw profit and loss operations, managing an annual turnover of USD 150 Million.

Apr 2011- Oct 2011: Senior Regional Sales Manager

- Continued driving strategic sales initiatives and expanding market reach

Nov 2011 – March 2014: Deputy General Manager

- Led a team focused on developing new markets while managing the existing distributor network.
- Oversaw profit and loss operations, managing an annual turnover of USD 150 Million.
- Directed sales and marketing activities for GCC markets, enhancing sales for key product categories, including LCD TVs, LED TVs, 3D TVs, Refrigerators, Chest Freezers, Washing Machines, Vacuum Cleaners, and Microwave Ovens.
- Conducted frequent travel to assigned areas to meet distributors, review annual sales strategies, and discuss future business plans. Engaging in discussions with distributors in each country to review and plan the annual sales strategy.
- Identified new opportunities for business expansion in GCC regions to achieve sustained profitability.

Outstanding Achievements:

- Awarded Best **Employee of the Year** in 2006.
- Successfully completed **Management Training** in Japan with IBM Japan Human Capital Solutions in November 2007.
- Honored with the **5-Year Long Service Award** in May 2009.

Jan 2002- Dec 2002

Marketing Officer – Ideal Day Cum Residential School, Hyderabad, India.

- Oversaw full school operations, including procurement and admission for new students.
- Conducted parent meeting to highlight the school's features and benefits.
- Played a key role in teacher recruitment in collaboration with the management body.

Dec 1997- Jul 2001

Sales Engineer - Al-Taqadom company in Riyadh, Saudi Arabia.

- Developed business for industrial construction, and garage equipment across Saudi Arabia.
- Attended specialized sales and marketing training in Italy for FIAC brand air screw compressors in 1999.

Apr 1997- Nov 1997

Marketing Executive: J.T. Mobile phones (JTM) Hyderabad, India,

- Focused on business development for mobile phones, handsets, and services contributing to increased market presence.

Jul 1996 – Mar 1997

Sales Officer - Rahul Automobiles, Hyderabad, India.

- Led business development efforts for four stroke motorcycles, representing Bajaj Auto India Ltd., a leading distributor in the region.

Academic Credentials

- **Executive Master's in Business Administration (EMBA)** - KAIZEN School of Business Management Pune - Mumbai.
- **Bachelor of Commerce** - Osmania University, Hyderabad, India.

Computer Skills

- Proficient in Microsoft Office Suite, including **Word, Excel, and PowerPoint.**

Personal Details

Date of Birth	:	10 th July 1974
Languages	:	English, Arabic and Hindi.
Driving License	:	U.A.E.
Passport Details	:	Z3838721
No. of Dependents	:	5 members
Contact Address	:	P.O. Box 61386 Jebel Ali Free Zone, Dubai, UAE.