

## NASIR SAEED KHAN

### PROFESSIONAL PROFILE

Results-oriented, customer focused, professional with documented track record of success in sales and marketing management, supply chain, purchase planning, negotiations, market analysis and customer relations/retention

20+years of work experience with in-depth market knowledge of the retail, trade marketing and supply. Career graph with consistent recognitions for outperforming sales & business objectives

Ability to lead and mentor efficient teams through effective communication and presentation skills. Management expertise of internal and external branding, marketing, and communications strategies for the organizations

### SKILLS & ABILITIES

- Distribution Management - Supply Chain Management
- Retail Development - Assortment building to Digital Marketing
- Sales & Marketing - General Trade, Key accounts & institutional
- Analytics & Research - Market Share, Market Gaps & Sustainability
- Marketing plans and strategies - Awareness of business, advertising sales performance and brand perception

### CONSULTANT - FMCG & RETAIL HORIZON MARCH 2017 TO DATE

Business planning, GTM, distribution setting, channels segmentation and trade marketing for the clients in FMCG & Retail Horizon. Assist the client by leading, facilitating, or participating in logistic & distribution activities, and assist in preparing assessments and reports efforts. Preparation of information briefings, point papers, reports and assessments to support the needs of the client - based on specific problem statements. Major projects completed for:

- **Condis Hyper Market** - Sales & Marketing Plan, Site Assessments for footfall, Assortment selection, ROI for Marketing Campaigns, Rate comparisons & Remedial action plan, Supplier coordination for Marketing Budgets
- **Mitsubishi (Living Essential)** \_ TCS Distribution - Gap Analysis & quantification for the categories in FMCGs, their distribution & growth trends analysis with ROIs -
- **Development of ground for MOU** between Living Essential group & TCS

### DISTRIBUTION DEVELOPMENT MANAGER, ICCI MARCH 2011 TO 13<sup>TH</sup> JAN-2017

Design & develop the RTM for the territory with trade marketing plan

Promotion design and trade spend architecting specific for the markets

Leading distribution reformation execution in liaison with territory commercial team

Implement warehousing best practices at distributor's warehouse

Developing criteria and SOPs for model distribution for their improved ROI



**REGIONAL SALES MANAGER | CCI DECEMBER 2009 TO FEB-2011**

Managing the sales of Central region of Multan territory

Leading the team of Sales Managers, market officers, sales officer

Trade spend management with effective promotions .Supervising the distribution setup in region, serving around 7000 outlets in the region.

**Head of Buying and Merchandising - Food, June 2006 to Dec 2009**

**Assortment Building:** Responsible for selecting the range, type and quantity of products per customer's preferences

Devising and effectuating plans for monitoring stock levels, reacting to change in demand. Liaising with other departments within the organization to ensure projects are completed.

**Contract negotiation:** Negotiate contracts and supply chain management from source to customer, sales forecasts, analyzing sales figures and reviewing performance indicators

**Category wise budgeting,** profit mix and margin mix development- Planogram setting with ROI

**Planogram Management:** Product & Category position setting as per customer & location

**Merchandising & Space Management** as per the strategic planogram

**PEPSI COLA BOTTLER, MULTAN - Oct.1992 to May 2006**

Divisional Sales Manager 2003 to 2006 Responsibility of overall sales and marketing of division

Regional Sales Manager 2001 to 2003 Region budgeting, planning & execution

Business Development Manager 1998 to 2000 Sales system & sales performance

Trade Marketing Manager 1995 to 1998 Event management, BTL activities

Sales Executive 1992 to 1995 Handling trade channels, ensuring the availability



**EVENT MANAGEMENT**

Five Distributor's Conferences in Thailand, one in Dubai organizing Committee

Coke Club, PSO & SDEs Motivational events - Part of Management body

Focus Group Management - Distributors issues & on product sensory

**TRAININGS ATTENDED - OUT OF THE COUNTRY**

SALES AND DISTRIBUTION' - ONE & HALF MONTHS IN TURKEY WITH CCI -2014

Attended 2 months training at Metro-Bulgaria, - 2006

5 days at Metro Germany - International market Seminar - 2007

10 days training at Metro-Vietnam on all aspects of Buying-2006

**PERSONAL PARTICULARS**

Date of Birth: 9th October 1968

Home Address - 205-B, PIA Employees Housing, Multan

ID Card# 36302-0419939-7

**EDUCATION**

MBA (Marketing) Bahu din Zakriya-Multan, 1998

Msc. (Mathematics), Bahu din Zakriya-Multan, 1991