



UMAIR M. SUFYAN

SALES & MARKETING PROFESSIONAL

(Ex AkzoNobel) (Ex Nippon) (Ex Mullar & Phipps)



CONTACT

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Education

Iqra University

Masters In Business Administration (MBA) 2014-2018

Majors:

- Digital Marketing.
- Service & Direct Marketing.
- Strategic Marketing Management

TRAININGS

AKZONOBEL PAKISTAN

- B2B Marketing Fundamentals.
- Effective Sales & Marketing Relation
- Reaching Customers Digitally.
- The Basics of Marketing.
- Leadership Essentials Virtual.
- Artificial intelligence: AL In industry.

Hobbies & Interest

- Delivered lecture on Marketing & Management Course.
- Cricket.

Skills

- Excel, Word, Power Point

PROFILE SUMMARY

A dedicated sales and marketing professional, well equipped with the knowledge and having hands-on experience in trade Sales, customer negotiation, target achievement and sales management, team management, by maintaining best marketing strategies as per market requirements.

PROFESSIONAL EXPERIENCE

Regional Sales Manager (Decorative)

Colorant Paint Industries (Saasi Silkomestic) | Dec 2023 – June 2024

- To maintain trade sales targets focusing on leadership, customer management, business development, strategic planning, and team collaboration.
- Train Sales & marketing team with strategic planning for longer market growth stability also for company & product awareness.
- Responsible for new product launch with product branding.

Territory Manager (Vehicle Refinish)

AkzoNobel Pakistan Limited | March 2023 – Nov 2023

- Proactively inspect sales activity, ensuring that the quality and quantity of sales effort meets company expectations.
- To monitor the performance of the sales team and motivating team members to meet or exceed sales targets.

Assistant Sales Manager (Decorative)

Nippon Paint Pakistan (Pvt.) Limited | March 2020 – March 2023

- Successfully achieved a comprehensive business transformation initiative resulting in an 80% increase in annual growth.
- Led the successful implementation of marketing & sales strategies resulting multiple performance certificates by reaching difficult targets.
- Maintained strategic partnerships with key industry players & potentials, expanding market reach and increasing market share by 20%.

Senior Field Manager (FMCG)

Muller & Phipps Pakistan (Pvt.) Limited | Nov 2012 – Feb 2020

- Launched program named **Gladiator** with 3M marketing team by transforming the whole sales & distribution planning with the achievement of 40% growth annually for the products of scotch brite (FMCG).
- Successfully implement the challenging merchandizing plan in mega, small & retail stores for such light wight product whom very difficult to handle for POS.