

Qaisar Aurangzeb

Channel Management / Sales Management professional



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Nationalities: Turkish / Pakistani

Education:

Degree	Institution	Year
MBA (Marketing)	Bahria University	October, 2009
BBA (Finance & Marketing)	Preston University	December, 2002
H.S.S Certificate	Rawalpindi Board	February, 1991
S.S Certificate	Rawalpindi Board	April ,1988

Professional Profile:

I would introduce myself as a sales/channel management professional with hands on experience in the above areas spanning over fourteen years. I started from the basis of the sales field as a Sales Man in an FMCG Company. Over the period of time I grew with the organization and later entered in the Telecom industry. I have a proven track record in sales and channel management, with leadership and team management skills.

Summary of Achievements and Work Experience (Above 20 years)

Regional Business Head Mobile Money

25 % Growth in MFS Throughput business. Increased 5% business contribution of North circle at a national level increased 10 % Market Share, Secured 100% FS target and 5000 retail addition, 8 MFS distributors addition.

Sr. Manager Sales & Distribution

22% growth in primary & secondary recharge in North . Increased recharge regional contribution from 32% to 37%. Increased retail size by 35%, increased FS business by 300% and 50% growth in gross ads. 10 % growth in primary & secondary recharge in Multan area, 10% increase in financial services retail size, 125 % target achievement of gross ads. In Faisalabad GSM growth 3 % ,16 % in FS , 1200 New Induction of FS retailers , 97 % BVS activation & 75 % daily active of total base , gained 1% market share in GSM and 6% in FS & top belt in distribution health.

Manager Sales & Distribution

Executed and supervised Financial Services / Sahulat Ghar projects; added 20% growth over last year in GSM business (Recharge / prepaid).

Area Sales Head

I was a part of Telenor's launch team; executed franchise operations in major cities of the North Region like Rawalpindi, Jhelum, Mirpur, (franchise selection, staff hiring, training and network planning with technical teams). Won seven different sales competitions and also got the Award for the best Area Sales Head for 2005.

Sales Supervisor / Route Sales Officer - 7 years

In Wall's Ice Cream business I spent around seven years and my key achievement was to successfully launch the ice cream products in various markets. I developed more than 5,000 outlets in the north region.

Work Experience

<p>Telenor Pakistan/ Telenor Bank Pakistan</p>	<p>Regional Business Head Mobile Money Telenor Bank Jan 2017- Till date</p> <ul style="list-style-type: none"> ❖ Devise financial services strategy for channel and addition of ADC in region keeping in view the future ambitions of Telenor Bank. ❖ Owning responsibility for the development, execution, and performance of all programs designed to increase Easy-paisa channel business and revenue ❖ Identify, measure, monitor and mitigate risks in the implementation and execution of branchless banking business in distribution channels ❖ Responsible for the new retail acquisition and Addition of wallet customers ❖ Maintaining the portfolio of all FS retailers across whole region and regular visits in different territories to monitor FS retailer's portfolio. ❖ Taking regional level initiatives for improvement of the business, developing different BTL activities in order to growth of business across region. ❖ Smooth coordination flow from/to Telenor Bank and TP. ❖ Review FS business and where necessary facilitate the franchises and Regional sales teams in improving the FS business of channel ❖ Secure execution of Easy-paisa plan through regions ❖ Develop Market Insights ❖ Regular analysis of channel ROI, Commissions and investments <p>SR. Manager Direct Sales Financial Services –April 2016- Dec 2016</p> <ul style="list-style-type: none"> ❖ Responsible for Financial services Direct Sales Operations. ❖ Channel enablement for International Remittance, Mobile Accounts, Health and Vehicle Insurance and ATM cards business. ❖ Third party Direct Sales channel development for Insurance, Mobile Accounts, and ATM Cards. ❖ Alternative channel partnership for Easypaisa product sale. ❖ Financial Services corporate solution to Large Organization. ❖ Target allocation to sales team and ensuring the achievement of business targets, as per the regional plan. ❖ Market insight for new Product Development. ❖ To ensure Easypaisa BTL activities and brand visibility at all channels.
<p>Telenor Pakistan</p>	<p>Sr. Manager Sales & Distribution – North /Central Regions August 2010- March 2016</p> <ul style="list-style-type: none"> ❖ Responsible for regional sales operations. ❖ Selection of franchisees as per company policy. ❖ To boost up SIM and Recharge sales. ❖ Ensuring the availability and visibility of company products. ❖ Making surprise and planned Market Visits for evaluating the performance of the sales team. ❖ Target allocation to sales team and ensuring the achievement of business targets, as per the regional plan. ❖ Weekly meetings with the sales teams for discussing target achievements and other issues. ❖ Giving valuable feedback to the Regional Director for strategic plans and their development. ❖ GSM Network Optimization, cell sites utilization, operational cost excellence Cell sites planning & business case evaluation.

	Sales & Distribution Expert : September 2014 Till Feb 2015
Telenor Group DTAC 2014/15	<u>DTAC Distribution Restructuring assignment</u> <ul style="list-style-type: none"> ❖ To analyze DTAC distribution model ❖ Market visits to understand current situation and analysis ❖ Development of daily sales monitoring reports ❖ Explaining the reports usage to regional teams & training ❖ Cluster dimensioning ❖ Distributor sales force dimensioning ❖ Different possible models for Sales department organization structure at regional levels ❖ Defining right functions of different layers of sales department ❖ Defining responsibility & authority matrix - Distributor Vs DTAC ❖ weekly meetings with sales team to monitor the performance of new model
Telenor Pakistan	Manager Sales & Distribution North Region August 2009- July 2010 <ul style="list-style-type: none"> ❖ To boost up the SIM and Recharge sale. ❖ Ensure the availability and visibility of company products. ❖ Surprise and planned Market Visits for evaluating sales team performance. ❖ Target allocation to sales team and ensure the achievement of business targets, as per the regional plan. ❖ Designing motivational plans for sales team. Area Sales Head 20th Dec 2004-July 2009 <ul style="list-style-type: none"> ❖ Establishment of franchise functions (Retail & Distribution). ❖ Launched Telenor in different cities of North, AJK & Northern Areas. ❖ To boost up the SIM & Recharge sales. ❖ Franchise human resource recruitment & training. ❖ To ensure that the franchise staff is trained on Product knowledge, Systems, Routines & Procedures and soft skills. ❖ Ensure the availability and visibility of company products. ❖ Territory management to ensure the proper allocation of resource, frequency of visits and number of outlets in a specific section with time management etc.
Poly distributors – Wall's Ice cream	Sales Supervisor Jan 2002- Nov 2004 <ul style="list-style-type: none"> ❖ Responsible for achievement of annual Key tasks ❖ To successfully launch Wall's Ice cream in different areas of the North Region. ❖ Leading, guiding & motivating sales team. ❖ To have a tight control over company's assets in the Territory. ❖ Target allocation to sales team and ensure achievement of business targets as per company plan. ❖ To formulate effective incentive plan that energizes the sales team.