



Qaisar Aurangzeb

Seasoned professional with 20 years of diverse experience, including roles as Director of Marketing & Business, Regional Business Head, and Sales & Distribution Expert. Proven track record in strategic planning, team leadership, and driving business growth in competitive markets.

✉ qaisar.aurangzeb@gmail.com 📞 00923455055618

Experiences

Jun 2023 - Till date

Director Marketing & Business

Kings Dairy Ajman

Responsibilities

- Implementing sales and marketing strategies to achieve business objectives, including retail sales targets.
- Utilizing market insights and analysis to identify potential opportunities for product range expansion within new retailers.
- Growing retail and e-retail accounts through effective channel management and business development strategies.
- Maintaining and strengthening relationships with retail accounts and core service providers to build market share.
- Overseeing merchandising, promotional calendar, and stock levels in retail environments to ensure optimal sales performance.
- Applying financial services strategy to manage the sales and marketing budget, allocating resources effectively for maximum impact.
- Leading and mentoring the sales and marketing teams, providing guidance and support for successful product launches and expansion.
- Undertaking market analysis to monitor industry trends, stay up-to-date with market changes, and generate creative ideas to gain market share.
- Analyzing sales and market data, identifying areas for improvement, and implementing corrective actions to drive sales growth.
- Presenting comprehensive sales and marketing reports to senior executives, making recommendations for strategy improvements based on data-driven insights.

Jan 2017 - May 2023

Regional Business Head Mobile Money

Telenor Bank Pakistan

Responsibilities

- Develop and execute financial services strategy for retail channel, ensuring alignment with Telenor Bank's future ambitions
- Achieve sales targets for the retail channel and the business by rolling out the product range in new retailers
- Grow retail and e-retail accounts to build market share
- Maintain and nurture relationships with retail accounts and core service providers for long-term success
- Manage merchandising, promotional calendar, and stock levels in retail environments to optimize sales

- Analyze sales and market data, generate market insights, and develop creative ideas to gain market share
 - Mitigate risks in the implementation and execution of branchless banking business in distribution channels
 - Coordinate effectively between Telenor Bank and TP, ensuring smooth execution of Easy-paisa plan through regions
 - Regularly review and improve channel ROI, commissions, and investments through regional level initiatives
 - Conduct regular visits in different territories to monitor FS retailer's portfolio and drive business growth
-

April 2016 - Dec 2016

Sr. Manager Direct Sales Financial Services

Telenor Pakistan

Responsibilities

- Led the roll-out and expansion of various financial services products in new retailers, ensuring the achievement of sales targets for the retail channel and the business.
 - Utilized market insights and analysis to develop strategies for growing the retail and e-retail accounts, thereby building market share.
 - Developed and maintained robust relationships with retail accounts and core service providers, effectively managing franchise operations.
 - Managed merchandising, promotional calendar, and stock levels in retail environments, optimizing product launches and ensuring brand visibility at all channels.
 - Analyzed sales and market data, generating creative ideas to gain market share and improve financial services strategy.
 - Managed retail acquisition and relationship management, including channel enablement and third party direct sales channel development for various financial services products.
-

August 2010 - March 2016

Sr. Manager Sales & Distribution – North /Central Regions

Telenor Pakistan

Responsibilities

- Led sales operations in the North/Central regions, ensuring the achievement of business targets and market share growth.
 - Utilized market insights and analysis to drive product launches and expansion in retail environments.
 - Developed and maintained strong relationships with franchisees, core service providers, and retail accounts.
 - Managed stock levels and product visibility to boost SIM and Recharge sales.
 - Conducted regular market visits to evaluate the performance of the sales team and generate creative ideas for gaining market share.
 - Provided valuable feedback to the Regional Director for strategic plans and their development, contributing to the overall retail acquisition strategy.
-

September 2014 - Feb 2015

Sales & Distribution Expert

[Telenor Group DTAC](#)

Responsibilities

- Utilized sales and channel management expertise to roll out product range in new retailers and achieve sales targets for the retail channel and the business.
 - Applied market insights and analysis to build market share by growing the retail and e-retail accounts.
 - Developed and maintained relationships with retail accounts and core service providers, enhancing retail acquisition and relationship management.
 - Managed merchandising, promotional calendar, and stock levels in retail environments, optimizing franchise operations.
 - Analyzed sales and market data, generating creative ideas to gain market share through effective product launches and expansions.
-

August 2009 - July 2010

Manager Sales & Distribution North Region

[Telenor Pakistan](#)

Responsibilities

- Implemented strategic plans to achieve business targets, focusing on sales and distribution in the North Region
 - Utilized market insights and analysis to identify opportunities for product expansion and retail acquisition
 - Developed and managed strong relationships with retail accounts and core service providers to ensure the availability and visibility of company products
 - Led the team in executing successful product launches, managing merchandising, promotional calendars, and stock levels in retail environments
 - Conducted regular market visits to evaluate sales team performance and negotiate target allocations to drive sales growth
 - Generated creative ideas based on sales and market data analysis to gain market share and build the retail and e-retail accounts.
-

2004 Dec 2004 - July 2009

Area Sales Head

[Telenor Pakistan](#)

Responsibilities

- Led the establishment and expansion of franchise functions, closely aligning with the goal of rolling out the product range in new retailers and achieving sales targets.
- Applied market insights and analysis to launch Telenor in different cities, demonstrating expertise in product launches and expansion.
- Drove sales growth by boosting SIM and Recharge sales, showcasing strong sales and business development skills.
- Oversaw retail acquisition and relationship management, developing and maintaining relationships with retail accounts and core service providers.
- Managed merchandising, promotional calendar, and stock levels in retail environments, ensuring the availability and visibility of company products.

- Analyzed sales and market data to generate creative ideas for gaining market share, leveraging financial services strategy and market insights and analysis skills.

Jan 2002 - Nov 2004

Sales Supervisor

Poly distributors – Wall's Ice cream

Responsibilities

- Strategically rolled out the product range of Wall's Ice Cream in diverse retail locations, effectively achieving sales targets for the retail channel and the business.
- Utilized market insights and analysis to build market share by growing the retail accounts and implementing successful product launches and expansions.
- Developed and maintained strong relationships with retail accounts, core service providers, and the sales team, leading to increased retail acquisition and improved relationship management.
- Managed merchandising, promotional calendar, and stock levels in retail environments, ensuring tight control over company's assets in the Territory.
- Analyzed sales and market data, generating creative ideas to gain market share and further drive business growth and financial services strategy.

Education

MBA

Bahria University • October, 2009

BBA

Preston University • December, 2002

H.S.S Certificate

Rawalpindi Board • February, 1991

S.S Certificate

Rawalpindi Board • April, 1988

Skills

Technical Skills

Sales and Channel Management Expertise Financial Services Strategy

Market Insights and Analysis | Franchise Operations | Project Management

Product Launches and Expansion | Retail Acquisition and Relationship Management

Soft Skills

Leadership and Team Management