



Atiq Ishtiaq
Business person, Sales & Marketing Geek

atiq@bigbangme.com ✉
971554533786 971 506584410 📞
Dubai, United Arab Emirates 📍
ae.linkedin.com/in/atiqishtiaq in

Selling tea in the desert and marketing ice cream in the north pole

WORK EXPERIENCE

General Manager Big Bang Marketing

06/2013 – Present Dubai, UAE
Sales, Marketing experts with core focus on product distribution

- Set up Distribution hub for leading company OBS group
- Launched brand promotion for Etisalat and FMCG brands

Lead Consultant MAM Food Co

06/2012 – 06/2013 Dubai, UAE

- Responsible for setting up distribution division in Middle East
- Sourcing and Identified various FMCG suppliers globally

Head of Sales & Marketing Alokozay International

11/2009 – 03/2012 Dubai, UAE
One of the Largest FMCG group in UAE

- Achieved 36% growth , expanded business increasing revenue by over 300 million DHS

Regional Manager High Growth markets Brightstar Corp, USA

04/2007 – 09/2009 Dubai, UAE
Global distributor of Mobile handsets

- Help grow the overall business 45% regionally
- Setup regional distributors and retail channels

Head of Sales (MENA) Siemens AG

03/2001 – 01/2007 Dubai, UAE
Siemens Handsets & M2M communication

- Organized and set up the business unit
- Set up wireless phones project worth \$ 10 million

EDUCATION

BA Fairleigh Dickinson University, Teaneck, NJ, USA

12/1986 – 12/1990 NJ, USA

Associate degree International school of /Tourist Sciences

03/1984 – 03/1986 Rome, Italy

LIFE PHILOSOPHY

What we do in Life echoes in eternity

MOST PROUD OF

The courage I had

- To take a sinking ship and try to make it float

Alokozay Growth

- Helped achieve brand recognition and overall growth of over 45%

Persistence & loyalty

- Under trying times that Siemens mobile faced I persisted and stayed with the brand

Aspiring Others

- Mentoring young aspiring individuals to reach professional goals and improve entrepreneurial skills

Proud to have served League of Red Cross

- Helped organize food aid to people in distress

STRENGTHS

Hard working

Persuasive

Motivator & Leader

Pro active and team player

FMCG, consumer products project management

Consultant sales & marketing

LANGUAGES

English	● ● ● ● ●
Urdu	● ● ● ● ●
Hindi	● ● ● ● ●
Italian	● ● ● ○ ○
Punjabi	● ● ● ● ○

IN A DAY

Family, Books, life, Building Business, Trouble shooting, Innovation