

# SOHAIB AFZAL RANA

(Marketing & Sales Expert)



Email: [sohaib.afzal@hotmail.com](mailto:sohaib.afzal@hotmail.com)

Cell: +92-300-3350583 / +966-53-148-6218



## **MARKETING MANAGER FMCG, Saleh & Abdulaziz Abahsain Company, KSA**

Mar 2017 – To Date

- Product Marketing, Pricing, Promotions & Sales Planning of complete **Food (Powder) & Beverage (Liquid)** Portfolio
- Develop annual **Marketing & Sales plan**, quarterly **Action plan** & explore **New Business Development** opportunities
- Drive **Market Activity, Budget, Trade Marketing/Merchandizing, Retail Productivity & Customer Loyalty** program
- Development of **Category & Channel growth, Sales Training, POS/POP** material development & **Sales Forecasting**
- Market & Consumer **Surveys, Competitive Analysis, Digital Media, New Product Launches** & monthly **Trade Offers**



## **BRAND MANAGER OTC Consumer Healthcare (CHC), CCL Pharmaceuticals (Pvt.) Ltd.**

Aug 2015 – Feb 2017

- Brand Marketing Strategies for **CHC largest Cough, Cold & Respiratory Health** portfolio of **Rs.1 billion per annum**
- Achieved **155% record sales growth** milestone of **Pulmonol Lozenges** from **65 million to 101 million** in **FY 15-16**
- Delivered **ever-highest growth 27% in Pulmonol Syrup** with **annual base of 700 million** in **FY 16-17 midyear closing**
- Executed **merchandizing drive (POSM)** in top **25 towns** covering **26,000 unique retailers** added **16% sales growth**
- Successfully conducted **trade engagement programs** nationwide (**Lucky Draw Coupon & Prize Distribution Ceremony**) to engage **2,000 retailers & 600 wholesalers** resulted in **21% portfolio & 3% market share growth**
- Launched **Category Champion program** (awareness & trial) in top **100 LMTs** with overall **7% growth in sales**
- **Taste Trial Activity** in top **10 towns** covering **300 Superstores** via **direct interaction of 150,000 customers**
- **Window/Permanent Branding @ 500 A-Class Stores** via 6-month contract to **increase shelf space, visibility & TOM**
- Engaged **800 doctors' top GPs & Physicians** thru successful **Symposium & RTD** activity to increase **15% Rx Share**



## **BRAND MANAGER Confectionery, Biscuits & Bakery Items, B.P Industries (Pvt.) Ltd.**

Oct 2014 – Jul 2015

- Develop an **annual Marketing & Sales Plan** to achieve volume, share & profitability targeted results
- Accountability for **product & SKUs portfolio performance** with respect to growth & market competitiveness
- Generate & **increase demand** via identifying gaps, expand reach & targeting untapped addressable market
- Liaison with advertising agencies for **brand building & development of POS/POP promotional material**
- Optimize **Go-To-Market strategy & distributor development** to reduce operational cost & improve margins
- Develop & execute **tactical marketing initiatives & recommend Trade Promotion Schemes** to boost sales



## **AREA SALES MANAGER Food & Beverage, Nestle Pakistan Ltd.**

Jan 2014 – Jun 2014

- Ensure achievement of **agreed targets/KPIs for the assigned Area** (VG, QoS, Productivity, TTS & Merchandizing)
- Quality execution of **channel category plans at POP/Outlets** as per set objectives
- Ensure effective placement & management of all **company assets**
- Provide timely & quality information of **Competitors' activities**
- Coach, motivate & develop **Nestle & Distributor sales force team**



## **ASSISTANT BRAND MANAGER Market & Sales Planning, Toyota Pakistan**

Jun 2012 – Jan 2014

- **New Product Launch:** Product Planning, Marketing & Pricing Strategy, Collateral Development (TVC, Key Visual, Brochure, POSM, website etc.), Media Planning, Product Display, Product Availability, Salespersons Training
- **Brand Management of Hilux/VIGO Champ/Fortuner:** ATL, BTL, S/E Ratio, Competition, Sales, Stocks, Promo, Specs
- **External:** Coordinate with research, advertising, media & activation agencies for strategic direction of brand
- **D&S Planning:** Analyze/Forecast monthly demand trend in collaboration with production, sales and supply chain

## **SCHOLASTICS**

### **Institute of Business Administration, Karachi**



MBA- Marketing Majors (CGPA 3.2)

Sep 2010 – June 2012

### **Sir Syed University of Engineering & Technology, Karachi**

B.E Electronics (CGPA 3.0)

Jan 2003 – Jan 2007

## **ACHIEVEMENTS**

- Awarded **"Outstanding"** ratings in my annual performance appraisal at **CCL Pharmaceuticals**
- Rated **HPC (High Performing Candidate)** based on my consistent performance in appraisal report at **B.P Industries**
- Awarded **"Exceed Expectation"** ratings in my annual performance appraisal at **Indus Motor Company (Toyota)**
- Awarded **100% University Merit Scholarships** in my regular MBA program at **IBA**

## **STRENGTHS**

- Proficient at **MS Office Suite, SPSS, MarkStrat & SAP (Basics)** with hands on experience
- A quick learner with strong analytic, leadership, problem solving & numerical skills
- Self-motivated & possess great ability to perform & deliver results with minimum supervision