

# Muhammad Usman Ghafoor Malik

## Business Development Team Lead

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**Age** 36 years (25-Nov-1984)

**Nationality** Pakistani

Determined and responsible Business Development Team Lead with more than 13 years of success boosting efficiency and growth of organization. Aggressively identify opportunities, focused on developing and maintaining relationships and provide strategic direction to help company grow. Effectively balance targets with resources and optimize long-term success.



### Skills

- ◆ Negotiation
- ◆ Key Account Acquisition & Retention
- ◆ Strategic Planning
- ◆ Team Collaborations
- ◆ Team Leadership & Development
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- ◆ Key Account Acquisition & Retention
- ◆ Strategic Planning
- ◆ Team Collaborations
- ◆ Team Leadership & Development



### Work History

**Jul 2019 - Current** **Business Development Team Lead**  
**Rawabi United Safety Services Co.**

*Khobar, Saudi Arabia*

- Ensure revenue retention of SAR 100 million annually and growth of 8-10% every year to meet revenue targets
- Capitalized on industry and marketplace trends to strategies solutions and enhance business operations.
- Identified key services and customers job call-out rate to devise innovative sales and marketing plans enabling dramatic growth.
- Collaborated with sales and marketing departments to support business objectives and client acquisition.
- Leveraged industry trends and competitive analysis to improve customer relationship building.
- Lead and grow Business Development team, currently consisting of five people, which is envisaged to grow in next few years.
- Oversee qualification of and follow-up on incoming and proactively generated leads
- Prioritize business development activities and sales-initiated marketing activities focused on key growth prospects and opportunities

Jan 2017 - **Business Development Manager**

Jun 2019 **Rawabi United Safety Services Co.**

*Khobar, Saudi Arabia*

- Manage vital oil & gas client relation to maximize potential revenue.
- Market and consultative selling on Safety Services for clients with appropriate offers in terms of safety services.
- Plan, organize, direct, control and evaluate budget and activities associated with rental sales and marketing
- Develop, implement, and evaluate sales and marketing policies, procedures and strategies
- Identify opportunities through market research and networking, and develop a marketing approach tailored to meet needs of client
- Establish key performance indicators for BD team and monitor/report
- Develop and maintain sales and marketing materials with help of Group Cooperate Communication Department.
- Develop pricing strategies and negotiate price and service levels with customers
- Lead initiation and negotiation of contractual agreements with customers to manage product storage and distribution
- Develop constructive and cooperative working relationships, both directly and cross functionally
- Establish new department and develop team of Account Managers to ensure 8-10% revenue growth and key account retention.

Jan 2011 - **Key Account Manager**

Dec 2016 **Rawabi United Safety Services Co.**

*Khobar, Saudi Arabia*

- Managing Key accounts of worth SAR. 75 million annually
- Elevated account management by predicting potential competitive threats and outlining proactive solutions.
- Successfully convinced clients to rent instead of procuring to minimize losses to competitors and minimize effect on customer cash flows.
- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Worked with Upstream & Industrial customers to understand needs and provide safety service.
- Drove operational improvements which resulted in savings and improved profit margins.
- Consult with key contacts, build, and develop relationships
- Assist with preparation of Master Service agreements/long term contracts with key clients.
- Collaborating with General Manager, devise detailed tailored plan that maximizes income in short and long term
- Ensure account meets its income targets

Jun 2009 - **BD & Marketing Coordinator**

Dec 2010 **Rawabi United Safety Services Co.** *Khobar, Saudi Arabia*

**Jun 2008 - Project Coordinator**  
**May 2009** *Rawabi United Safety Services Co. Khobar, Saudi Arabia*

**Jun 2007 - Marketing Executive - International**  
**May 2008** *Kohinoor Maple Leaf Group - Raiwind Division, Lahore, Pakistan*



## Education

**Sep 2004 - MBA: Marketing**  
**May 2007** *IBIT - University of The Punjab - Lahore, Pakistan*

**Aug 2002 - Bachelor's in commerce**  
**Aug 2004** *Hailey College of Commerce, University of Punjab - Lahore, Pakistan*



## Accomplishments

- Contributed in SR. 100m revenue of the company with major revenue generating accounts.
- Landed major contracts with **SAUDI ARAMCO** and key players in oil & Gas industry including **Schlumberger, Baker Hughes, EXPRO group, NPS, Halliburton, TAQA, Weatherford** & others
- **Award of Excellence** (*United Safety International, Canada (JV partner)*), 2010
- **Employee of the Month** (*Month of December*), 2009
- *Appreciation Certificates for Trade Events like MEOS, ADIPEC, Saudi Aramco Manifa HSE Campaign*
- **SPE Technical Paper** Author SPE-174939-MS (*Selected for Presentation*)
- **Best Performance Employee 2019** – BDM - Rawabi Holding Co./ RUSS



## Software

MS CRM & SPIRA



MS Office



OTHERS: Meed Projects, Oracle (User), MiniTab



## Languages

English



Urdu



Arabic



## Certifications

**Sep 2020** Marketing Analytics: Competitive Analysis and Market Segmentation

**Aug 2012** Work Ethics, H2S Safety Awareness, Introduction to Gas Detection Systems