

CONTACT

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INTERESTS

- Traveling
- Books Reading
- Puzzle-solving
- Continuous Learning

SKILLS

- Team Management.
- Sales Operations Management.
- Data Analysis and Reporting.
- Interpersonal Skills.
- Problem-solving and Decision-making.
- MS Office Suite.
- SAP ERP.
- SalesFlo.
- Business Intelligence (BI).
- Oracle.
- SnD (Centegy).
- Accenture Newspage (DMS).

MUHAMMAD HARIS

Regional Sales Operations Analyst

EDUCATION

Bachelors in Business Administration

Virtual University of Pakistan
2021 - Present

Bachelors in Arts

Quaid e Azam University of Pakistan
2019 – 2021

Intermediate (ICS)

BISE Lahore
2017 – 2019

Matriculation (Science)

BISE Peshawar
2011 – 2013

WORK EXPERIENCE

Regional Sales Operations Analyst – Hilal Foods Limited

Jul-25 – Present

- Collect, consolidate, and analyze regional sales data to track performance against targets.
- Prepare daily, weekly, and monthly sales reports for management.
- Identify sales trends, gaps, and growth opportunities in the assigned region.
- Support Regional Sales Managers and field teams with operational requirements.
- Manage distributor and trade claims (discounts, returns, damages, schemes, etc.).
- Manage SAP sales order processing including distributor orders, billing accuracy, and inventory coordination.
- Monitor distributor sales, stock levels, and order replenishment cycles.
- Monitor secondary sales through Salesflo, ensuring accurate data capture for route-to-market execution.
- Developed sales dashboards and performance reports using SSBI, providing actionable insights for management decisions.

Sales Operations Analyst (Modern Trade) – Haleeb Foods Limited

Jul-24 – Jul-25

- Analyze sales data to provide insights and performance metrics for strategic decision-making in the Modern Trade Channel.
- Streamline sales processes, including monitoring dispatches as per purchase orders, to improve efficiency and service levels in the Modern Trade Channel.
- Facilitate collaboration between sales, marketing, and other departments to optimize operations and elevate service levels in the Modern Trade Channel.

Assistant Manager Sales Operations – Maxim Agri (Pvt) Ltd.

Jan-24 – Jul-24

- Manage sales support team and oversee the activities to ensure seamless operations and achievement of sales targets in the seeds department.
- Implement and monitor sales strategies, providing support and resources to optimize performance and customer satisfaction.
- Analyze sales data and market trends to guide decision-making and enhance the efficiency of sales operations.

CERTIFICATES

Institute: Pakistan Institute of Management

Certificate: Data Analysis Techniques for Effective Decision Making

Institute: Alison Online

Certificate: Sales and Distribution Management

Sales Operations Executive – Haleeb Foods Limited

Aug-22 – Dec-23

- Streamline and improve sales workflows to enhance efficiency and productivity.
- Analyze sales data and provide insights to support decision-making and performance tracking.
- Collaborate with various departments to ensure seamless execution.

Distribution Manager (Modern Trade) – Nawaz Brothers Lahore

Jan-20 – Aug-22

- Achieved monthly average revenue of 75M PKR by managing 355 shops of Modern Trade Lahore, including chain bakeries.
- Maintained optimal stock levels, minimizing wastage and ensuring product availability.
- Managed and trained sales, delivery, and warehouse teams to consistently meet KPIs.
- Monitored credit limits, ensured timely recoveries, and maintained healthy cash flow.
- Analyzed sales data, identified growth opportunities, and delivered actionable insights through monthly reports.

Rollout Executive – DWP Technologies (Pvt) Ltd.

May-19 – Jan-20

- Efficiently coordinate and manage the rollout of DMS software to over 350 distributors of **Unilever** across Pakistan, ensuring timely execution and minimal disruptions.
 - Provide comprehensive training and ongoing support to distributor's sales team on using the DMS software effectively, enabling smooth adoption and integration into their operations.
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