



# Muhammad Ayaz

## Regional Head Commercial North

+92.300.8530706

ayaz.com4u@gmail.com

University Road, Peshawar, Pakistan

### Summary

Hard Working, Sincere, Results-oriented hands-on Sales, development & team lead. Verifiable track records for successful sales of Paint Products, Grade 60 & Grade 80 Steel rebars, Water Proofing products, Insulation products, different types of construction chemicals & admixtures to Retailers all across North region, i-e all KPK from Bannu to DI Khan region, Rawalpindi Division, Capital territory Islamabad, Gilgit Baltistan & Azad Kashmir.

Professional in Product Enlistments, Corporate Sales & supply, recovery & team lead with more than twelve Years of Verifiable Track record for the successful completion of assigned targets and sales to Government Projects, Chinese projects, Dams and roads, CPEC, Commercial & residential projects within deadline through coordinating trades & building positive rapport with procurement department, supply chain and logistics, engineers, consultants, architects, local officials & clients while maintaining costs & improving efficiency.

### Assigned Areas

- Rawalpindi, Islamabad and surroundings.
- Peshawar Region with associated areas.
- District Mardan, Nowshera, Charsadda, Swabi, upper and lower Dir
- DI Khan, Bannu, Karak, Lakki Marwat.
- Kohat Region, Hangu, Parachinar.
- Abbotabad based Hazara Division
- Gilgit Baltistan
- Azad Jammu & Kashmir
- Agencies of KPK

### Areas of Expertise

- Sales, Recovery and Business Development
- Leading and Building team
- Retail & Distribution
- Franchise Making
- Corporate & Government Sales
- Time Management
- Managed & lead regional team and Sales team
- Sales growth & market analysis
- New areas development
- Communication & Negotiation
- Training new Sales talent
- Presentation skills
- Problem solving and risk management skills
- Accounting, Reporting, Costing
- Budgeting
- Management & Leadership skills

## Experience

- Oct 2024 - Present **Regional Head Commercial North**  
Kohinoor Maple Leaf Group, Peshawar, Pakistan
- Sold HD Putty & Supervise D2C sales team of HD Putty (wall putty) in North, Supervised teams of projects sales and house hold customer all across North region i-e, Rawalpindi division, AJK, GB, Islamabad & KPK. Was responsible for liquidation of both Distributors & company warehouse Enlisted product from C&W Department KPK. In Final stages.
- Jun 2024 - Oct 2024 **ASM North - Corporate**  
Newage Cables, Peshawar, Pakistan.
- Manage Sales team & promoted product in untapped areas.  
Sold cables to projects of cantonment board and MES projects.  
Sold Cables to government and private contractors
- Feb 2022 - Feb 2023 **DGM Retail & Corporate Sales North**  
FF Steel Pvt Ltd, Peshawar, Pakistan.  
Remained as DGM Retail & Corporate Sales in FF Steel Pvt Ltd till February 2023. Sold Steel rebars of Grade 60 and Grade 80 to Retailers and Corporate clients all across North Region. Develop new clients and grow business. Improve target achievement from two percent to thirty percent in less than five months.
- Oct 2020 - Jan 2022 **Regional Sales Manager North**  
CTIC - Crown Thermal Insulation Company, Islamabad, Pakistan  
Made & manage sales and regional team. Rented warehouse and establish setup for new company in market
- Mar 2019 - Sep 2020 **ASM North**  
Petro Seal Enterprises, Islamabad, Pakistan
- Here I worked as an Area Sales Manager and sold Bituminous membrane, Chemicals, Xtruded polystyrene boards to retailers and corporate contractors, builders and developers and local clients all across capital territory, RWP and KPK.
- Nov 2015 - Feb 2019 **Area Sales Manager North**  
Friends Environmental Solutions, Islamabad, Pakistan
- In Friends Environmental Solutions I worked as a Area Sales Manager and sold Anti Termites Chemical and Xtruded polystyrene boards to retailers and corporate contractors, builders and developers and local clients all across capital territory and KPK.
- Feb 2013 - Oct 2015 **Assistant Manager Sales & Services**  
PAK SUZUKI, Mardan, Pakistan
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## Education

- 2016 **Abdul Wali Khan University Mardan** Bachelors in Arts, Bachelors English, Political Science, Pakistan Studies  
Percentage: 63%
- 2009 **SKANS School of Accountancy Islamabad**  
Certification, Certified Accounting Technician (ACCA UK)  
Accounting & Finance, International Finance, Business Management, Business Administration and Management  
Percentage: 70%
- 2005 **Govt. Post Graduate college Mardan**  
Intermediate, FSC Pre-Engineering  
MATHEMATICS, PHYSICS, CHEMISTRY
- 2003 **The Mardan Model School & College**  
**Mardan** Matriculation, SSC  
Mathematics, Physics, Chemistry

## Projects (Achievements)

### Builders & Developers

Have worked with more than 75 Percent of Builders & Developers working in North Punjab and KPK that are MGC, Projects of Zameen.com, Graana.com, Taj Group, Saif Associates, Al Ghurair Giga, Al Manara Developers, C3 Builders and developers, Chinar Builders and developers, Kohistan Builders and developers etc

### Consultants & Architects

Have achieved and completed projects from and under supervision of Consultants and Architects all around North Punjab, KPK, AJK and Gilgit Baltistan. In these projects at different periods of time supplied and done chemical treatments, bituminous treatments, Membrane applications, admixtures trials and supplied steel rebars of Grade 60 & 80.

### Chemicals And Bitumen

Develop Retailers and distributors all across North Region for Petro Seal Enterprises, Friends Environmental Solutions and Crown Thermal Insulation Company. Sold Construction chemicals, Xtruded polystyrene boards, Bitumen of different grades, Membrane roles to retailers and corporate clients all across North Region.

### Retailers & Franchise

Develop Franchises and Retailers. Sold Steel rebars to retailers all across KPK, Hazara division, Gilgit Baltistan, AJK, DI KHAN, Bannu & Capital territory

### Dams Projects

Win project and now supplying Grade 60 and Grade 80 Steel rebars of FF Steel. Till now thousand tons of Steel rebars has been supplied to different Dams projects i-e Sukki Kinari, Diamir Bhasha and Mohmand Dam

## Languages

**Punjabi**  
Intermediate

**Pashto**  
Expert

**Urdu**  
Expert

**English**  
Expert