

HAFIZ FURQAN ISLAM

Multan, Pakistan.

Mobile: 0333-9294625 | Email: furqanislam71@gmail.com



PROFESSIONAL SUMMARY

Results-driven Sales Leader with 10+ years of progressive experience in retail, distribution, and corporate sales networks across Pakistan. Proven track record of exceeding sales KPIs, developing high-performing teams, and expanding affiliate and dealer networks. Skilled in B2B/B2C sales, marketing strategy, supply chain coordination, and retail operations. Strong command of data analytics using Power BI, Tableau, and ERP systems.

CORE COMPETENCIES

- Retail & Distribution Sales Strategy
- Team Leadership & Development
- B2B / B2C Relationship Management
- KPI Tracking & Performance Optimization
- Marketing Intelligence & Business Growth
- Complaint Handling & Client Retention
- ERP Tools (Oracle, Opera, Sage300)
- Data Analytics (Power BI, Tableau)
- MS Office | CRM | Reporting

PROFESSIONAL EXPERIENCE

COCO Officer — ARAMCO Pakistan (Sep 2025 – Present)

- Overseeing COCO retail outlets ensuring brand standards & operational efficiency.
- Implementing sales strategies to drive revenue growth & enhance customer experience.
- Conducting site audits & performance reviews ensuring HSE and policy compliance.

Area Sales Manager — CONATURAL (Jun 2024 – Aug 2025)

- Spearheaded B2B/B2C sales initiatives, exceeding annual sales targets.
- Managed full sales lifecycle including lead generation, negotiation, and post-sales support.
- Trained and mentored sales teams on negotiation and CRM practices.

Area Sales Manager — BBA by Suleman (Jun 2023 – May 2024)

- Led affiliate and dealer networks with strong monthly sales planning.
- Consistently exceeded territory sales targets.
- Acquired new dealers and managed productivity KPIs.
- Enhanced field engagement through regular visits and relationship management.
- Used Tableau and Power BI for performance dashboards.

Branch Manager — MG Apparel, Lahore (Dec 2022 – May 2023)

- Managed sales floor operations and team performance.
- Improved visual merchandising and conducted KPI training.
- Maintained strong sales consistency and enhanced customer experience.

Area Sales Manager (F&C; Distribution) — J. Junaid Jamshed (Aug 2018 – Dec 2022)

- Managed corporate and distributor channels across major cities.
- Developed sales strategies to surpass KPIs and increase market penetration.
- Handled high-volume customer complaints with strong service recovery.
- Led regional relocation project for business restructuring.
- Enhanced brand presence through retail development programs.

Sales Distributor — J. Junaid Jamshed (Jul 2015 – Jul 2018)

- Launched new product categories and expanded distribution networks.
- Maintained strong supply chain continuity.
- Provided marketing consultancy and managed regional cash flows.

EDUCATION

M.Phil in Islamic Economics — Baha-Ud-Din Zakariya University (2021–2023)

Bachelors in Islamic Studies — Baha-Ud-Din Zakariya University (2014–2018)

LANGUAGES

- English (Fluent)
- Urdu (Native)
- Punjabi (Fluent)

CAREER OBJECTIVE

To contribute to the success and growth of a dynamic retail organization by utilizing my sales leadership, team management, and market intelligence expertise to deliver outstanding business results.