

# SHARIQ AHMED KHAN

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## PROFESSIONAL SUMMARY

Business Development & Sales Specialist with 10+ years of experience in FMCG, logistics, and customer service. Proven ability to drive B2B growth, key account retention, sales execution, and KPI improvement. Skilled in market development, client relationship management, and team leadership. Strong command of Excel, PowerPoint, and CRM systems.

## CORE SKILLS

- B2B Sales & Business Development
- Key Account Management
- Client Relationship Management
- Sales Planning & Forecasting
- Route-to-Market Execution
- Market Expansion & Territory Growth
- Team Leadership & Supervision
- KPI Monitoring & Performance Reporting
- Advanced Excel, MS Office, CRM Systems

## PROFESSIONAL EXPERIENCE

### **Business Development Manager (B2B)** — M&P; Express Logistics (Sep 2024–Present)

- Manage and grow key B2B accounts, ensuring high retention and satisfaction.
- Achieve monthly revenue targets through upselling and cross-selling.
- Monitor performance KPIs including on-time deliveries and revenue growth.
- Coordinate with operations to ensure smooth service delivery.
- Conduct client meetings, business reviews, proposals, and contract negotiations.

### **Sales Promotion Supervisor** — Abbott Nutrition Pakistan (Nov 2018–Sep 2024)

- Supervised and trained 15 ISPs across multiple territories.
- Achieved consistent monthly sales targets for nutritional brands.
- Ensured stock availability, visibility, POS, and merchandising execution.
- Conducted market visits, competitive analysis, and field audits.
- Supported promotions and retail activation activities.

**Service Coordinator** — TCS Pvt. Ltd. (Nov 2014–Nov 2018)

- Managed service operations, customer interactions, and complaint resolution.
- Ensured timely closing of cases, improving customer satisfaction.
- Coordinated with operations & HUB teams for delivery follow-ups.
- Monitored KPIs such as delivery TAT and complaint closures.

**Brand Ambassador** — Pakistan Idol (GEO TV) (Sep 2013–Oct 2013)

- Assisted with audition management, data entry, and candidate coordination.
- Ensured smooth flow of participants and event support activities.

## **EDUCATION**

Master of Commerce (MCom) — Allama Iqbal Open University (2024)

## **ADDITIONAL INFORMATION**

- Strong communication & interpersonal skills
- Ability to work in fast-paced, target-driven environments
- Experience in both FMCG & logistics industries