

ADNAN AHMED SARFARAZ

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CAREER OBJECTIVE:

To serve an organization that offers challenging opportunities and excellent work environment that would able me to improve my abilities, develop, furnishing my working skills and also give the opportunities for career enhancement.

PROFESSIONAL EXPERIENCE

April 2022 - Present:

Manager Home Remittance | BankIslami Pakistan.

Karachi, Sindh, Pakistan.



The goal is to drive sustainable financial growth through boosting remittances and forging strong relationships.

Responsibilities:

Develop a growth strategy focused both on financial gain and customer satisfaction.

Conduct research to identify new markets and customer needs.

Arrange business meetings with prospective clients.

Promote the banks products/services addressing objectives.

Prepare contracts ensuring adherence to law-established rules and guideline.

Provide trustworthy feedback and after-sales support.

Build long-term relationships with new and existing customers / MTO.

Working with other depts to ensure smooth home remittance operations.

Managing domestic and global business.

Feb 2016 – Feb 2022:
(6 + Year's)

MasterCard | Associate Analyst – Marketing - GCC

Jan 2021 - Present (1 year 2 months +)



Initiating system requests for the internal approvals, for on boarding and secure approvals, following on anti-corruption & legal process for internal approval involved, marketing campaign with agent partners across GCC, Ensuring Branding and collateral distributions at agent partners through on boarded partners, Engaging with Vander on Assigned tasks such as distribution of required collateral, POSM allocation, and placement at a partner location, Ensuring the desired execution of the activity at partner locations through Vendor. Engaging with agent partners for contract amendments and approvals. Finding requirements from the sales team to help the team in securing additional business. Securing Brand visibility and identifying the areas/ locations where additional brand visibility can be accrued. Finding the gaps and securing them before the competition. Ensuring the right collateral at all partner locations at all times. Engaging with sales team to find their day to day needs and helping them to secure new additional business.

Initiating client agreements (SLA) and ensuring execution, following up with IT for the system integration and coordinating with operations , network team for smooth integration, Managing and designing POSM, collateral for the agents across GCC



TRANSFAST | Relationship Manager - UAE

Feb 2016 – Jan 2021 (5 year 2 months +)

Job Role: Sales & Marketing – UAE

Responsible for the overall growth in terms of numbers, transactions and revenue. Managing Agents across UAE, Implementing account management policy and practice, agent to agent base. Implementing strategically aligned marketing & business development promotions, with close coordination with other dept. Monitoring daily UAE - FX rates versus competition margins. Assisting FLA on day to day basis, assuring 100% service level at all times. Closely monitoring the UAE market & competition move and initiating right step at the right time, and many more. Secure new and additional business to achieve target. Ensures regular and constant business sales calls and visits in accordance with set activity KPI's, plans and reports them to the Management Focuses on re-securing of any lost business, and stabilizes any threatened business. Ensures that proposals are prepared and presented in a professional manner. Arranges functions and entertainment for potential and existing clients. Monitors competitor activity and refers accordingly. Assesses customer needs and suggests appropriate products and services. Reports on operational and overall network service problems. Represent the company and its policies to the clients which are defined as "Strategic Accounts". Define & follow-up KPIs for the Strategic Accounts Develop SOP's for Strategic Accounts, detail all processes, rate structure, capturing of customer identified KPI's. Develop a new business prospect listing to ensure that future new business development is planned in advance. Adheres to all company policies, procedures and business ethics codes.

Jan 2013 - Jan 2016:
(03 Years)



Business Development Officer| Instant Cash at

Wall Street Exchange Center LLC (Instant Cash Worldwide Money)

Dubai, United Arab Emirates.

Business Development – Dubai & Pakistan Corridor.

Product development through appointing, developing and maintaining the exchanges in GCC for instant cash business. Relationship Maintenance with the existing agents and providing good service. Creation of brand awareness among the agents and customers for the product. Providing report analysis towards marketing strategy for the management. Giving proper system training to all counter staff at branches and agent locations to ensure the proper support. Sales follow up on daily basis. Helping to do software authentication an all the locations along with usual visit to agents.

ACHIEVEMENTS: (Certification's)

- ✓ Professional Selling Skills by Spearhead Training.

Dec 2010 – Jan 2013:
(2.5 Years)



Sales Executive | UAE at
Al-Rostamani International Exchange
Dubai, United Arab Emirates.

Job Role: Business Development – United Arab Emirates.

To increase company's profits by delivering clients a wide range of Forex, products and services as offered by the Al-Rostamani International exchange. Capable of creating a broader base of potential clients and, ultimately, profits for the firm. Manage an existing database of customers and undertake regular sales calls to each customer and ensure that the customers remain satisfied with the products and services of ARIE. New Acquisitions: To register new Corporate Customers, maintain the relationships and to enhance the Corporate Customer Revenue Base. Reactivations: To activate the inactive Corporate Customers, maintain the relationships and to enhance the Corporate Customer Revenue Base. Corporate Relationship Management (CRM): Develop and maintain effective commercial relationships with the allotted set of existing Corporate Clients and to enhance the Corporate Customer Revenue Base by increasing the business share and by cross selling other products and services. Be alert in the market and provide market information regarding Corporate Business to the Relationship Manager

ACHIEVEMENTS:

- ✓ **CERTIFICATE OF APPRECIATION**
Contributed to the Winning of Mall Of The Emirates Branch
in Service Excellence Improvement Program,
During: 02nd Cycle, 2011.
- ✓ **CERTIFICATE OF APPRECIATION**
Winner of the Quality Quiz
During: November 2011

May 2007 - April 2010:



M/s TCS Private Limited.
Civil Aviation Club Rd 101-104 TCS Head Office, Karachi, Pakistan.

Sales Coordinator Banking Responsibilities:

Coordinate banking sales team by managing schedules, filing important documents and communicating relevant information. Respond to complaints from customers and give after-sales support when requested. Store and sort financial and non-financial data and SLA's form and present reports. Inform clients of unforeseen delays or problems. Monitor the team's progress, identify shortcomings and propose improvements. Assist in the preparation and organizing of promotional material or events. Ensure adherence to laws and policies.

ACHIEVEMENTS: (Certification's)

1. The Champion Presenter – Sales, by TCS
2. Print Business Training, by TCS
3. Warehousing & Distribution Training, by TCS
4. Letter of appreciation from CEO.
5. Appreciation on E-mail, by HVC.(high Value Customer)

EDUCATION:

July 2008:



Master of Business Administration. (MBA)[2007-2008] with 3.4 GPA.

Federal Urdu University –FUUST Karachi, Pakistan.
<http://www.fuuast.edu.pk/english/introduction.asp>

December 2003:



Bachelor of Arts. (B.A) [2002-2003]

University of Karachi – Pakistan (KU) Karachi Pakistan <http://www.uok.edu.pk>

December 2006:



Bachelor of Business in Information System. (BBIS) [2002-2005] CGPA-3.1

Preston Institute of Managements Science & Technology (PIMSAT)
PIMSAT, Pakistan Karachi, Pakistan. <http://pimsat-khi.edu.pk/>

DIPLOMA:

2003 - 2005:



ADVANCE DIPLOMA IN SOFTWARE ENGINEERING
APTECH, Karachi, Pakistan With Grade (Credit)

December 1999:



I.C.T (INSTITUTE OF COMPUTER TECHNOLOGY)
Karachi, Pakistan Basic and IT Skill GPA: V. Good

REFERENCES:

Can be furnished upon request.