



AHSAN UMAR

Strategic planner, transformational leader, inspirational speaker, marketing, sales, HR, Operations & supply chain expert. Seasoned & ethical professional having a reputation for building winning teams and turning around organizations in shortest possible times.

Gold medalist throughout his academic career and an exceptional teacher, mentor, trainer and coach who has mastered the art and science of getting best out of people by enabling their minds and souls.

EDUCATION:



Lahore University of Management Sciences (LUMS)
2015 - 2017

MBA (Executive)

Gold Medalist,

Dean's Roll of Honor, GPA: 3.9



University of Management and Technology (UMT)
2013 - 2015

MS-Supply Chain Management

Dean's Roll of Honor, GPA: 3.9



Harvard Business School
2010-2011

Retail Leadership Excellence Program,

1 in International Cohort



University of the Punjab
1994 - 1996

MBA Marketing

Double Gold Medalist, GPA: 3.9

SKILLS:

- 1- Strategic business planning.
- 2- Supply chain, operations, and production planning.
- 3- Sales and Distribution Management
- 4- Retailing Management
- 5- Retail Network Development and Expansion
- 6- Sales and Retail Training
- 7- Operations Excellence
- 8- Driving and achieving production, quality, and sales targets.
- 9- Business strategy development & execution.
- 10- Digital & SM Marketing.
- 11- E-Commerce strategy & execution.
- 12- Lean manufacturing methodology.
- 13- Creating high performance culture.
- 14- Building and managing cross functional teams.
- 15- Sales channels development.

HOBBIES:

- 1- Taekwondo martial arts
- 2- Teaching @ Suleman Dawood School of Business, LUMS
- 3- Business research & pursue academic excellence.
- 4- Listening Pakistani music

PROFESSIONAL EXPERIENCE:

Bata **Bata Pakistan Limited: Commercial Director**, Aug 2024 to date:

Responsible for developing and implementing marketing, merchandizing & channel strategy for the company. Drive sales and profitability through proactive management of retail, I&D, franchise, E-commerce, inventory management and network development.

mtm Masood Textile Mills Limited: Director Operations, March 2021 to July 2024:

Responsible for operations strategy & overseeing entire operations from yarn manufacturing to apparel manufacturing across multiple units of the company. Developed & aligned operations strategy in line with the competitive strategy of the firm. Successfully transitioned manufacturing operations from being a conventional producer of basic textile products to a digitized and sustainable producer of high-end fashion apparel for top global brands.



Crescent Textile Mills Ltd: SVP Strategy/ Chief Operating Officer Feb 2018 – June 2019:

Responsible to lead all the functions including marketing, sales, operations, supply chain, human resource and e-commerce. Developed a new team & designed system for performance management. Developed a 5-year strategic plan & implemented its first phase. Within first year the company overcome operational inefficiencies & achieved profit as per the plans. The company successfully implemented the strategic plans afterwards.



Service Sales Corporation: Country Head Retail Sales, Jun 2013 – Feb 2018:

Responsible to head retail operations, retail sales, retail network development, store renovation, retail training and operations excellence. Achieved 16% CAGR over 4 years. Developed & implemented 5-year retail strategy including restructuring, team development, new store design & customer service program. Added 150 new stores & over 200 stores renovated.



Metro Cash & Carry: Head of Store Operations, Jan 2009 – Jan 2012:

Responsible for nationwide operations and sales of 10 metro stores by developing new sales channels, customer service programs and innovative marketing campaigns. Achieved 40% sales growth for 3 years. Optimized staffing & inventory levels. Reduced dead stock to bare minimum & brought stock shortage below 0.5%. Led Strategic Planning and acted as CFT lead for supply chain, HORECA & SCO TGs.



Indus Motor Company Limited: Senior Regional Head Sales & Operations, Jun 2004 – Oct 2008:

Responsible to head marketing, sales, operations and customer services department in the Central Region. Won Best Region of the Year Award for straight four years by focusing on dealer engagement and team building. Successfully undertook specialty vehicles projects and aggressively implemented dealership renovations.



Total Parco Pakistan Limited: Retail Merchandizing & Marketing Manager, Mar 2002 – June 2004:

Responsible for Sales, Merchandizing and Marketing of non-fuel retailing on national level. Successfully opened and operated a network of 70 retail c-stores. All stores were made profitable in their first six months.



Nestle Pakistan: MT/ASM/ BM/ /RSM/ Sales Planning Manager, Aug 1998 – Mar 2002:

Model distribution award 1998-99, Best marketing campaigns for Nescafe, Best Region of the year award in 2001, developed & implemented sales & distribution best practices all across Pakistan. Developed forecasting and sales planning systems in close coordination with supply chain and production teams.



Haleeb Foods Limited: Brand Manager, June 1997 – July 1998:

Launched ASLI Desi Ghee, developed new products, launched award winning ad campaigns & maintained market leadership for Haleeb Milk in a highly competitive packaged milk market, strongest rival being Nestle.

TRAINING & DEVELOPMENT:

- 1- Retail Leadership Excellence Program: Harvard Business School (2010-11)
- 2- Management Development Program: LUMS (2007)
- 3- Seven Habits of Highly Effective People: Franklin Covey
- 4- Four Roles of Leadership: Franklin Covey, Focus: Achieving your highest priorities: Franklin Covey
- 5- Care and Growth Model of Leadership: Etsko Schetima
- 6- Managing and Influencing People: Metro Cash and Carry, China
- 7- Leadership Grid Program: Grid International
- 8- Strategic Procurement Management: LUMS
- 9- Sales Management: LUMS
- 10- Operations Excellence Exchange Program, Toyota, USA
- 11- The Toyota Way, Certified leader, Singapore, Thailand, Japan
- 12- Train the Trainer, Toyota Values Workshop, Global Knowledge Center, USA
- 13- Circular and Sustainable Textile production, National Textile University
- 14- Fundamentals of Textile Manufacturing for Executives, National Textile University
- 15- Application of Blue Ocean Strategy for Textile and Fashion Industry
- 16- Business Transformation Management Methodology (BTM2) for Textile and Fashion Industry
- 17- Succession Management for Business Sustainability