

Tharique M Ismail

Area Sales Manager | Sales & Marketing Professional | 14+ Years' Experience

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PROFESSIONAL SUMMARY

Results-driven Sales & Marketing professional with 14+ years of experience in regional sales management, dealer development, and distribution operations across Sri Lanka's leading electrical and paint manufacturing companies. Proven ability to drive revenue growth, increase market penetration, and strengthen brand visibility through strategic planning and strong customer relationships. Experienced in leading high-performing sales teams, negotiating key accounts, and analyzing market trends to optimize business performance. Achieved consistent sales growth and expanded dealer networks across multiple regions. Currently seeking a Sales, Area Sales Manager, or Business Development position in Qatar.

CORE COMPETENCIES

- Sales & Marketing Strategy
- Regional Sales Management
- Dealer & Distributor Management
- Paints, Electrical & Hardware Product Sales Expertise
- Revenue Growth & Target Achievement
- Market Analysis & Territory Planning
- Negotiation & Closing Skills
- Team Leadership & Motivation
- Customer Relationship Management
- Key Account & Channel Management

PROFESSIONAL EXPERIENCE

1. Macksons Paints Lanka (Pvt) Ltd. – Multilac Paint, Sri Lanka (01 Jun 2016 – 30 Jan 2026)

Position: Area Sales Manager



DUTIES AND RESPONSIBILITIES:

- Managed and supervised regional sales operations for decorative paints and related products.
- Developed and implemented strategic sales plans to achieve monthly and annual revenue targets.
- Expanded dealer/distributor networks and strengthened key account relationships.
- Conducted market analysis to monitor competitor performance and pricing trends.
- Trained, guided, and evaluated field sales teams to enhance performance.
- Executed marketing promotions, roadshows, and new product launches.
- Improved market penetration and enhanced brand visibility.
- Increased regional sales by 18% in 2023

KEY ACHIEVEMENTS:

- Increased regional sales revenue by 12–18% annually through strategic dealer expansion and targeted promotions.

2. Kevilton Electrical Products Private Limited – Sri Lanka (04 Dec 2010 – 30 Apr 2016)

Position: Sales Representative



DUTIES AND RESPONSIBILITIES:

- Managed retail and distribution sales of electrical products across allocated regions.
- Built and maintained strong relationships with dealers, retailers, and contractors.
- Achieved sales targets through structured field visits and sales presentations.
- Identified new business opportunities and expanded customer coverage.
- Ensured effective merchandising and product visibility in retail outlets.
- Coordinated closely with warehouse/logistics team to ensure timely supply.

KEY ACHIEVEMENTS:

- Expanded retail coverage by adding 40+ new dealers/retailers, improving product visibility and monthly sales performance.

EDUCATION & PROFESSIONAL QUALIFICATIONS:

- Reading BBA – Open University of Sri Lanka (OUSL)
- Entrepreneurship and Small Business Management - Open University of Sri Lanka (OUSL)
- Diploma in English – Comtech, Sri Lanka
- G.C.E. A/L and O/L – Ministry of Education, Sri Lanka

Language Proficiency:

- English - Excellent
- Tamil - Native
- Sinhala - Excellent

PERSONAL PROFILE

Name in Full	:	Tharique Mohamed Ismail
Civil status	:	Married
Passport No	:	P0894268
Visa Status	:	Transferable
Nationality	:	Sri Lankan
Driving License	:	Sri Lanka Light Vehicle License

I am very confident that I am capable of contributing more towards the betterment of your reputed organization while gaining valuable experience in my fields of interest. And I hereby certify the information furnished above true and accurate to best of my knowledge

Tharique M Ismail