

ZULFIQAR MIRZA

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PROFESSIONAL SUMMARY

Dynamic, results-driven, sales professional with over 27 years of experience in the construction heavy equipment industry and demonstrated success driving multi-million dollar revenue growth in a competitive market space. Proven track record of expanding market share through building and maintaining strong relationships with internal and external business partners.

- Account Management
- Marketing Campaign Development
- Contract Negotiation
- Training & Development
- Budgeting and Forecasting
- P&L Management

RELATED WORK EXPERIENCE

Jun '12 – Apr '16

BOODAI GROUP
Senior Sales Engineer

Oversaw corporate sales throughout the Middle East for leading distributor of construction and industrial heavy equipment with over 180 employees and over \$80 million in annual sales

Results & Selected Accomplishments:

- Exceeded all sales quotas throughout tenure; averaged more than \$7.7 million dollars of sales annually accounting for ~10% of the company's sales
- Consistently achieved highest annual sales results (1999 to 2016). Received multiple company awards in recognition of stellar sales performance
- Cultivated and maintained strong, sustainable, business relationships with Fortune 500 decision makers across the globe through a hands-on approach to sales, including travelling internationally to visit product factories and conducting product demonstrations

May '90 – Jun '12

BOODAI GROUP
Sales Engineer

Contributed to corporate sales throughout Saudi Arabia for leading distributor of construction and industrial heavy equipment with over 180 employees and over \$80 million in annual sales

Results & Selected Accomplishments:

- Exceeded all sales quotas throughout tenure; averaged more than \$5 million dollars of sales annually sale results (1992 to 1998)
- Increased company market share through targeted networking events, leading product exhibitions, and through client-centric product training seminars
- Best sales man in the group for the last five years; always ahead of given targets.
- Attended sales seminar in UAE for Enerpac hydraulic

RELATED EDUCATION

KARACHI UNIVERSITY, PAKISTAN
BA (Hons) Degree
May, 1990

GOVERNMENT COLLEGE OF TECHNOLOGY, PAKISTAN
Associate Engineer in Instrumentation Diploma
April, 1994

VOLUNTEER/EXTRA CURRICULAR WORK

- Member of Toastmasters International forum for communication and leadership development. Completed *Competent Communicator* certification

LANGUAGES

Fluent in English, Arabic, Urdu, and Hindi