

Muhammad Maaz Tayyab

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Results-driven marketing and business development professional with a proven track record of driving revenue growth and market expansion. Leveraging extensive diverse commercial experience and strategic expertise to deliver exceptional ROI for organizations.

Skills

- Communication, Collaboration, Customer Relationship Management (CRM), Product Knowledge, Data Analysis, Market Analysis, Leadership and Team Management, Negotiation Skills, Supplier Relationship Management, Critical Thinking, Commercial Strategy, Strategic Planning, Cross-functional Collaboration, Data-Driven Decision-Making, and Problem-Solving, Microsoft Office (Excel, PowerPoint, Access, and Word), Trello, Slack, MS Teams.

Work Experience

Captronics – Commercial Lead(Bahrain)

April 2021 – Present

- Established and grew a profitable business vertical from the ground up as a duo-preneurship, utilizing existing resources and initiating operations.
- Acquired 150+ B2B pre-paying customers and established strong customer relationships in a short span of one year.
- Increased revenues by 400% in the span of a year and a half, by enhancing the customer base in Bahrain and expanding to Saudi Arabia (Eastern Province).

Oxytals - Lead Business Consultant (Bahrain)

February 2019 – March 2021

- Led strategic planning initiatives for multiple clients, aligning business goals with actionable strategies, resulting in revenue growth of up to 40%, as well as market acquisition, and expansion.
- Implemented process reengineering and optimization by collaborating with operational and commercial stakeholders, resulting in reduced costs by 20% and increased commercial revenue per head by almost 40%.
- Conducted in-depth, data-driven market research and competitive analysis, providing e-commerce and international B2B clients with valuable insights to make informed business decisions.
- Ensured clients' compliance with industry regulations and standards, mitigating legal and operational risks, and identifying new commercial opportunities resulting from the changing regulatory environment.

Wholesome Foods - Director Commercial/ Managing Partner (Bahrain)

October 2014 - February 2019

- Devised and executed comprehensive import strategies to optimize supply chain operations, resulting in working capital optimization and the expansion of product sourcing from three to five countries.
- Implemented cost control measures, including effective warehousing and inventory management, leading to an expanded pay-as-you-go solution, resulting in a substantial cost saving of about 80%, as well as expanding warehousing capacity.
- Spearheaded efforts to expand product offerings, resulting in an increase in overall revenues from less than a million dollars to close to 2 million dollars per annum., and an approximate increase of 5-7% market share in an overly saturated market.

Bateel - Branch Development Manager (Bahrain)

February 2012 - September 2014

- Prospected and acquired new corporate clients, expanding the client base by 66% and increasing profitability by 14%.
- Collaborated with corporate clients to tailor product offerings, providing bespoke luxury solutions to meet their unique requirements.
- As a part of the internal ISO certification team, laid the documentary framework of processes, trained staff, and assisted qualifying departments for ISO certification

Hahnemann Impex- Marketing Manager (Pakistan)

December 2010 - February 2012

- Led the development and execution of a comprehensive marketing strategy, enhancing CRM effectiveness, driving sales growth, and introducing a company-wide automation system to reduce cycle times, ensure timely stock reordering, analyze customer behavior, and explore new product lines and services as Marketing Manager.

Telenor- QA Planner (Pakistan)

July 2010 - December 2010

- Enhanced customer experience by introducing additional product features and service improvements, while also integrating quality initiatives with HR practices for improved customer care.

Education

Bahria University, Karachi- Bachelor of Business Administration (Marketing & HR) - 2007-2010