

Mobile No. +973 39958341  
Email: [sajjadnpp@yahoo.com](mailto:sajjadnpp@yahoo.com)

## Sajjad A. Khan

(Result Oriented Sales & Operations Professional)



Over 3 decades of cross-functional experience in sales, marketing and operations management of Retail, including in house Bookstores, Travel Retail, Dutyfree franchisee and wholesale businesses with major Hyper and Supermarket chains as well as Academics and Corporate clients, dealing in Books, Magazines, Newspapers, Stationery, Novelties, Luggage and accessories in Bahrain, UAE and India.

**Core Competencies:** Business Development, strategic planning and implementation, management of Stores, Divisional office, budget, inventory & credit control, product launching, special sales promotions, Event and Fair participations, sales analysis, presentations, market intelligence, Buying, imports, warehousing, distribution, staff recruitment & orientation, Contract negotiation, Supplier and Customer relations, regular liaison with ministries, Govt. Depts., mall management, etc.

**Education:** Post Graduate Diploma in Marketing Management from Faculty of Management Studies & Research and Masters in Economics from Faculty of Social Sciences, Aligarh Muslim University, India

### Career Overview:

Organization	Location	Job Title	Tenure	Website
Jashanmal & Sons BSC ©	Bahrain	Sales Manager	2012 - Present	<a href="http://www.jashanmalgroup.com">www.jashanmalgroup.com</a>
Jashanmal National Co. LLC	Dubai	Sales & Account Manager	2006 - 2012	<a href="http://www.jashanmalgroup.com">www.jashanmalgroup.com</a>
Khaleej Times, Dubai	Dubai	Area Manager	2004 - 2006	<a href="http://www.khaleejtimes.com">www.khaleejtimes.com</a>
Business Standard Ltd	New Delhi	Sr. Group Officer	1996 - 2004	<a href="http://www.business-standard.com">www.business-standard.com</a>
The Statesman Ltd	New Delhi	Sr. Circulation Executive	1992 - 1996	<a href="http://www.thestatesman.com">www.thestatesman.com</a>
The Pioneer Ltd	New Delhi	Circulation Officer	1991 - 1992	<a href="http://www.dailypioneer.com">www.dailypioneer.com</a>
Times of India Group	New Delhi	Circulation Executive	1989 - 1991	<a href="http://www.timesgroup.com">www.timesgroup.com</a>

### Key Roles, Reforms & Accomplishments:

**Jashanmal Group (Bahrain & Dubai):** Responsible of Division's financial targets, exploring new revenue streams, management of 3 in house bookstores, Bahrain Dutyfree 2 franchisee bookstores, distribution to over 70 Hyper/super market outlets, corporate Clients and Individual customers thru a team of over 30 staff, including Supervisors, merchandisers, sales assistants, office support staff and drivers.

- Reviewed resource utilization, eliminated several anomalies, reduced operational expenses, identified potential revenue streams and enhanced overall productivity.
- Added several new publications and expanded Division's portfolio to over 900 publication titles.
- Renegotiated trading terms with Publishers as well as Customers and improved gross margin.
- Fully replaced declining Greeting cards business, reduced magazines shelves and introduced few of group's Luggage and Cross brands, while utilizing the same space, and increased 25% of store's revenues.
- Introduced CFD (controlled Free Distribution) of sponsored magazines to Airport Lounges and large hotels
- Rationalized distribution routes and frequency as per business volume, outsourced delivery to individual customers and outlets in remote areas which saved significant operational costs.
- Made presentations to ministry of Information and got their stringent censoring process revamped reasonably which allowed prompt distributions and enhanced sales, besides, smooth operations.
- Opened more than 100 new Subscription accounts, revived several suspended ones, compiled meticulous data bank of Subscribers, maintained excellent retention across all segments and doubled the subscription revenues.
- Strengthened relations and confidence of Publishers and Authors by consistently offering best services and assisting in Product launches, book releases, book signing, Sales Promotional campaigns, Brand positioning, help in audit process, Fulfillment services and organizing market visits.

### **Khaleej Times (Dubai):**

Key role had been to explore and develop prospects from Non subscription and Non Trade markets, generate bulk sales, increase circulation and market share as well as improve brand positioning among such customers, assisted by entire circulation team of 10 zonal supervisors, office staff and hundreds of delivery staff.

- Prepared a comprehensive territory profile of potential and prospective Customers with all relevant data and across the segments like, Hotels, Airlines, Banks, Hospitals, Transport Companies, Academics, existing and fast developing residential and commercial communities, with demographic break up, which helped early penetration and brand consolidation thru bulk sales.
- Opened over 40 Bulk Sales Accounts which generated an additional daily circulation of over 3500 copies
- Acquired regular Sponsorships to distribute Newspaper with Clients compliments among their target customer, like selected community, delegates, exhibitors and visitors of MICE (Meetings, Incentives, Conferences and Exhibitions) which take place almost all around the year, across Dubai
- Assisted in planning and Implementation of two ambitious and attractive annual subscription promotion schemes which generated huge number of subscriptions.
- Closer liaison with Government Departments, Event and Exhibition management companies, to have updates on upcoming events, secure early approvals, plan promotional strategy and successfully implement the same.

### **Business Standard, The Statesman and The Pioneer (Daily Newspapers from New Delhi):**

Worked in their Circulation Sales & Market development Depts. in various positions across Delhi and several other States, especially northern India. Besides, General Sales and Operational management, had been actively involved with launching of several publications, like, The Pioneer, Sandhya Times, Brand Equity, Dinman Times, Motoring, Gateway, Men's World, etc. from New Delhi and Business Standard's Ahmedabad edition.

- Responsible for Market Development, Distributor Appointments, Sales Promotion, Budget and Credit Control
- Built a team of five highly organized Territory sales executives and led them to outstanding performance
- Appointed over 125 Distributors and Sub Distributors to spread the reach of the Publication across the region
- Generated thousands of Subscriptions, from IIT Kanpur, UP Stock Exchange, IIM Lucknow and other major Institutions/Organizations, also managed distribution of Client sponsored complimentary copies.
- Managed audit process for several publications, as per the Auditing firms, ABC and BPA, guidelines
- Successfully combated and restricted the launching impact of certain rival publications and retained market share.

### **The Times of India, New Delhi:**

Started my professional career with this No. one Media conglomerate of India as Market Research Associate, to be among the team that introduced direct marketing of Newspapers. This pioneering strategy had overwhelming response, generated huge no. of Subscriptions and substantially increased circulation within a short span. My personal Subscription booking exceeded 1000 copies, leading me to be elevated as Team Leader and subsequently as Circulation Executive.

### **Personal Profile**

Date of Birth	:	2nd January, 1963
Marital Status	:	Married with 2 children
Nationality	:	Indian
Interests	:	Reading, Traveling, Music
Languages Known	:	Fluent in English, Hindi, Urdu; elementary Arabic
Computer Knowledge	:	MS Word, Excel, Oracle, Business Objects and other programs
Permanent India Address	:	74-A / A-3, Mayur Vihar - III, Delhi - 110 096, India
Driving License	:	Light Vehicle Driving License - Bahrain

**SAJJAD A. KHAN**