

# MAAZ AHMAD

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## PROFESSIONAL SUMMARY

Sales & business leadership professional with **17+ years of experience** across **B2B and B2C sales, domestic & international markets**, team leadership, and operations. Currently managing **sales targets, a 13-member team, ₹20L active pipeline, and ₹50L+ revenue (YTD)**. Strong expertise in **sales planning, forecasting, CRM discipline, channel coordination, and market expansion**. Ready to scale performance as a **Regional Sales Manager – West MP**

## CORE COMPETENCIES

Regional & Territory Sales | Team Leadership (13 Members) | B2B & B2C Sales  
Channel & Key Account Management | Revenue & Pipeline Ownership  
Sales Planning, Forecasting & MIS | CRM & Conversion Optimization  
Market Expansion & Competitor Analysis | Negotiation & Closing

## CERTIFICATION

- Hardware & Networking P.C. Lab (2006)
- Medical Transcription Bhilwara Scribe Ltd. (2009)

## PROFESSIONAL EXPERIENCE

**Call Center Team Lead – Sales (B2B & B2C) | Awesome Screens LLP – Bhopal**  
Nov 2025 – Present

*Subject Matter Expert and Acting Team Lead for an 18-member operational team.*

- Own **sales targets** across B2B & B2C (domestic & international); achieved **~₹50L sales (YTD)**.
- Manage **₹20L active sales pipeline** with structured follow-ups and conversion planning.
- Lead a **13-member sales team**; conduct daily huddles and weekly performance & pipeline reviews.
- Manage **key B2B accounts**, ensuring repeat business and long-term relationships.
- Coordinate with **channel partners, resellers, and corporate clients** for order execution.
- Participate in **sales planning, target setting, forecasting**, and demand planning with leadership.
- Provide **weekly market & competitor insights**; support pricing and offer evaluation.
- Convert cold leads into customers through disciplined sales engagement and objection handling.
- Implement **CRM-based tracking** to improve lead-to-conversion ratios and reporting discipline.

## Sr. Executive / Operations Team Leader | Reliance SMSL (Jio Infocom)

April 2022 - March 2025

*Subject Matter Expert and Acting Team Lead for an 18-member operational team.*

- **Lead and mentor** an 18-member operational team, fostering a high-performance culture that consistently exceeded Service Level Agreements (SLAs) and maintained 95%+ service quality.
- **Oversee end-to-end operational** workflows, implementing process improvements that **boosted team productivity by 20%** and enhanced reporting accuracy.

## Purchase & Sales / Relationship Manager | A to Z Tiles, Sanitary & Building Material

Feb 2019 – Mar 2022

*Led end-to-end procurement, sales, and warehouse operations for construction materials.*

- Led sales operations and dealer relationships; consistently exceeded targets by **10%+**.
- Negotiated supplier terms achieving **15% cost optimization**.
- Drove promotions and market activities, increasing customer engagement by **25%**.

## Assistant Manager– Operations | Broadline Computer Systems

July 2011 - January 2020

- Managed state-wide execution and stakeholder coordination across MP.
- Delivered training and reporting frameworks supporting territory-level execution.

## Asst. Administrative and Operations | Aparna Carbons Pvt. Ltd.

January 2010 - March 2011

- **Supported Administrative and operations**, ensuring compliance and efficiency.
- Mentored junior staff in operations and compliance processes.

## EDUCATION

### kalinga University |

July 2024 - July 2026

Raipur Chhattisgarh , India

- MBA In Project Management and IT (Pursuing).

### Shridhar University |

July 2013

Pilani Rajasthan , India

- Diploma in Civil Engineering.

### Barkatullah University |

January 2009

Bhopal, Madhya Pradesh, India

- Bachelor of Commerce.

## LANGUAGE

English | Hindi | Urdu