

Gulzar Ali Shah

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Riyadh, Saudi Arabia

PROFESSIONAL SUMMARY

Team Leader

February 2026 — May 2026

Hadeel Chicken, Riyadh

- **Team Leadership:** Set goals, schedule shifts, and delegate tasks to maintain high productivity during peak hours.
- **Operations & Training:** Supervise and train farm crew members on daily poultry husbandry and production tasks
- **Data & Reporting:** Track daily production yields, feed consumption, and mortality rates, and report directly to management.

Area Sales Executive

Oct 2024 – Oct 2025

Khilafat Cola

Peshawar, Pakistan

- Developed and executed data-driven sales strategies resulting in territory expansion and revenue growth through market analysis and competitive intelligence
- Managed end-to-end sales cycle including prospecting, negotiation, and closing deals while maintaining key client relationships
- Conducted comprehensive market intelligence and client needs assessments to identify new business development opportunities
- Implemented issue resolution protocols that improved customer satisfaction and retention rates

Secondary Sales Officer

Jul 2024 – Nov 2024

Gourmet Cola Pakistan

Peshawar, Pakistan

- Optimized distribution channel performance through data analysis and strategic planning across multiple retail touchpoints
- Collaborated cross-functionally with operations and logistics teams to streamline secondary sales processes

Pre-Seller

May 2015 – Jun 2024

Coca-Cola Icecek

Peshawar, Pakistan

- Executed pre-sales operations and order management for major FMCG brand, ensuring efficient route planning and customer coverage
- Analyzed sales patterns and customer behavior to optimize inventory levels and reduce stockouts

Business Analyst

Nov 2015 – May 2023

Northern Bottling Co. (Pepsi Franchise)

Peshawar, Pakistan

- Administered sales operations for 7+ years supporting territory sales teams through data management and performance tracking
- Generated comprehensive sales reports and KPI dashboards to support strategic decision-making
- Coordinated between sales, operations, and finance departments to ensure seamless execution of sales initiatives

EDUCATION

University of Agriculture, Peshawar

Peshawar, Pakistan

Bachelor of Science in Computer Science

Jan 2010 – Dec 2013

University of Peshawar, Peshawar

Peshawar, Pakistan

Bachelor of Arts

Jan 2011 – Dec 2013

Allama Iqbal Open University, Islamabad

Islamabad, Pakistan

Bachelor of Education (B.Ed), Elementary Education

Jan 2017 – Dec 2019

TECHNICAL SKILLS

Business Analysis: Data Analysis, Market Research, Sales Analytics, KPI Tracking, Performance Metrics

Sales & CRM: Salesforce, Territory Management, Pipeline Management, Forecasting, Client Relationship Management

Technical Skills: SQL, Excel (Advanced), Data Visualization, Business Intelligence Tools, ERP Systems

Core Competencies: Strategic Planning, Business Development, Negotiation, Cross-functional Collaboration, Problem-solving

LANGUAGES

English: Speaking, Reading, Writing

Urdu: Speaking, Reading, Writing

Pashto: Speaking, Reading, Writing

Punjabi: Speaking, Reading, Writing

Hindi: Speaking