

Muhammad Sulaiman

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HEAD OF BUSINESS DEVELOPMENT | LOGISTICS & E-COMMERCE | CROSS-BORDER | B2B & B2C

Business development and commercial leader with 12 years of experience across freight forwarding, courier, e-commerce, cross-border logistics, last-mile delivery, and strategic account management in the GCC. Proven experience leading sales teams, developing regional growth strategies, managing enterprise accounts, building commercial partnerships, and aligning sales with operational delivery. Experienced in B2B and B2C business models, key account growth, tender management, pricing strategy, CRM development, and revenue forecasting across the UAE, Oman, Saudi Arabia, Kuwait, and wider MENA markets.

EXPERIENCE

Head of Sales (MA Anderson & Reverse Parcel – UAE)
Nov 2024 to Date

- Lead the sales teams for both MAA UAE (Freight) and Reverse Parcel (Courier), overseeing business development, customer acquisition, revenue growth and key account management across both business verticals.
- Increased revenue by 23% within six months by expanding customer acquisition, key-account development, and commercial partnerships.
- Build and implement sales plans covering freight, courier, last-mile delivery, cross-border logistics, and e-commerce fulfillment.
- Lead the development of commercial proposals, tenders, pricing models, and integrated solutions for major accounts.
- Establish CRM processes, sales KPIs, forecasting routines, and performance-management frameworks for the sales team.
- Partner with operations and management to ensure commercial commitments are aligned with service capability, cost, margin, and customer expectations.
- Identify new market opportunities, strategic partnerships, and product improvements to increase revenue and customer retention.
- Monitor sales performance, pipeline conversion, customer profitability, and competitive developments to guide commercial decisions.

UAE-OMAN Head of Key Accounts (AMZL UAE-KSA-RSA)
Nov 2023 to Nov 2024

- Managed the Amazon strategic account across the UAE and KSA, covering DSP, eDSP and XPT programs.
- Worked closely with AMZL stakeholders to grow the account, identify new opportunities and expand the scope of services.
- Coordinated with commercial, operations and internal teams to meet Amazon's changing logistics requirements and support smooth service delivery across the region.
- Developed the expansion plan for Amazon RSA, assessing market requirements, operational capabilities and potential opportunities for business growth.

UAE-OMA Head of Sales
Jan 2023 to Nov 2023

- Collaborate with members of the Sales team to penetrate key markets.
- Define the approach for the overall sale of new business and account retention.
- Develop a comprehensive sales and distribution strategy to maximize sales opportunities.
- Develop sales and distribution policies that reflect the organization's goals.
- Direct the Sales team in generating proposals that define a clear path to client satisfaction and revenue growth.
- Establish customer relationship management (CRM) systems and guidelines to manage customer relationships.
- Establish internal guidelines for personal data protection based on applicable legislation, to manage customer data.
- Foster relationships with new partners to achieve desired revenue.
- Investigate factors impacting sales performance.
- Monitor changes in the industry and leverage them for business opportunities.
- Promote positive relationships with major customers to understand their needs.
- Provide advice when preparing bid documents and integrated proposals for key accounts.
- Plan and deploy sales incentive structure and key performance indicators.
- Recommend changes in pricing structures in product lines or products.
- Review sales performance by analyzing performance reports.

Global Senior Sales Manager
Apr 2022 - Dec 2022

- Meet the sales objectives and established revenue targets on a monthly, quarterly, and yearly basis for all business units.
- Ensure comprehensive and complete coverage of own portfolio covering all levels of accounts' managerial and departmental executives for comprehensive client servicing, achieving targets and maximum productivity in the portfolio of accounts.
- Generate and maintain customers of defined accounts / areas through sales activities (face to face sales calls, telephone calls, entertainment)
- Ensure that the response to any business request is carried out within 8 working hours to avoid customer complaints.
- Provide feedback to the Director of Sales on changing marketing conditions, including trends in the competition in order to understand better market trends and change possible selling strategies.
- Maintain an up-to-date account & contact database, opera activities and special client needs to understand better the requirements of the clients.
- Always display a pleasant manner and positive attitude and to promote a good company image to customers and colleagues to avoid internal or external complains.
- Closely monitor accounts revenue and business production of own account portfolio and of any assigned Sales Executives, to maximize up selling opportunities, to review direct competition and conduct regular research.
- Sustain positive relationships with all local and overseas colleagues, and Global Sales network.
- Handle and assist the Director of Sales with reports, presentations, additional tasks in line with the office demand.

Posta Plus UAE - Country Sales Manager (UAE - BAH)
Nov 2021 - March 2022

- Achieving growth and hitting sales targets by successfully managing the sales team.
- Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence.
- Managing recruiting, objectives setting, coaching and performance monitoring of sales representatives
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- Present sales, revenue and expenses reports and realistic forecasts to the senior management team

Posta Plus UAE - Global Business Development Manager
Oct 2020-Oct 2021

- In charge of Postaplus Group Global E-Commerce customers.
- Responsible for the promotion and active selling of the company's services, and mainly main core services which is cross border, Clearance & Last Mile.
- Expanding company global customer's base.
- Manage all opportunities effectively and strategically guiding them in line with company requirements and sales targets.
- Analyze and prepare Sales & Operational reports for global customers to senior management team.
- Ensuring all aspects of customer's needs is being met and develop any opportunities arising.

Posta Plus KW - Business Development Executive
Jul 2019 - Sep 2020

- Build contacts with potential clients to create new business opportunities.
- Keep prospective client database updated.
- Make cold calls for new business leads.
- Maintain knowledge of all product and service offerings of the company.
- Follow company guidelines and procedures for acquisition of customers.

DHL EXpress KW – Retail & Sales Representative
Feb 2015-May 2019

- Act as an ambassador for DHL at all times and attend to customer needs in a professional, friendly and courteous manner.
- Ensure that a high level of professional rapport is developed and maintained with all customers.
- Maintain proactive work processes to ensure teamwork, shuttle procedures and overall base performance is achieved.
- Highlight any recurring problems so that corrective actions can be taken promptly.
- Process all shipments accepted at the counter accurately and enter relevant data to ensure perfect air waybills thus offering DHL's most suitable service to the customer.
- Promote and sell DHL's value-added services such as Insurance, and participate actively in the Sales Lead programme to contribute to the country revenue.
- Work effectively both individually and as part of a team to achieve both individual and department goals and objectives and strive consistently to promote a positive team spirit.
- Ensure all shipments are manifested by end of each shift and also ensure all documents and invoices pertaining to WPX shipments are imaged

DHL Express KW – Operations Coordinator
Feb 2014 - Feb 2015

- Screening, sorting and communicating accurate information to couriers for shipments order pick up / delivery and special handling.
- Monitoring systems and assigning routes to responsible couriers for efficient and timely operations
- Handling shipment status inquiries by tracing inbound shipment for its proper delivery
- Working closely with internal functions, such as CS, WH Team, etc. in order to maintain excellent service quality
- Export daily reports for outstanding orders, rescheduling, etc.
- Handling administrative duties for service center.

Pack N Move KW – Sales Executive
May 2013 - Jan 2014

- Maintain and develop relationships with existing customers in person and via telephone calls and emails.
- Cold calling to arrange meetings with potential customers to prospect for new business.
- Respond to incoming emails and phone inquiries.
- Negotiate self storage units agreement's terms and conditions.
- Create and submit detailed proposal documents.

Earlier IT Experience

Al-Anba Newspaper KW – System Engineer & Administrator
Jan 2010-Feb 2013

- Managing and monitoring all installed operating systems and infrastructure.
- Installing, configuring, testing and maintaining operating systems, application software and system management tools.
- Proactively ensure the highest levels of systems and infrastructure availability and security.
- Maintain security, backup, and redundancy strategies.
- Participate in the design of information and operational support systems.

Certificates

International Computer Driving Licence ICDL
ICDL Approved Courseware

Microsoft CERTIFIED Professional

Microsoft CERTIFIED Systems Administrator

Microsoft CERTIFIED Systems Engineer

Trainings

- Logistics : IATA Dangerous Goods – CAT 6 (DHL EXPRESS KW)
- Information Technology : CCNA Routing & Switching (Al Anba Newspaper)

Core Competencies

Business Development **Strategy**
Sales **Leadership**
Freight Forwarding
Courier and Express Logistics
Cross-Border **E-Commerce**
Last-Mile Delivery
B2B and **B2C** Sales

Key Account **Growth**
Commercial **Partnerships**
Revenue **Forecasting**
Sales **Pipeline** Management
Sales Team **Coaching**
Market **Expansion**
Contract **Negotiation**