



Shahroze Mirza

Recruitment Manager

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Languages

Hindi (Basic)

English (Fluent)

Urdu (Native)

About

I am an adaptable sales professional with experience in trade marketing and launching new product categories. Skilled in customer engagement, managing retail portfolios, and implementing advanced payment solutions. Proven ability to thrive in dynamic retail environments.

BRANDS WORKED WITH

- British American Tobacco
- MicroAgility Services
- NAEO Nutrition
- Telenor Microfinance Bank

Experience

● Founder Associate- Intern

NAEO Nutrition | Jun 2024 - Aug 2024

- Develop and execute sales strategies for the marketplace, app, and smart dispenser across B2B and B2C
- Collaborate with Klarna to integrate advanced payment solutions, enhancing customer purchasing power and improving the overall checkout experience.
- Conduct competitive market analysis to establish pricing benchmarks, implementing tiered pricing strategies to cater to different customer segments. .



● Territory Manager

British American Tobacco | Mar 2021 - Oct 2021

- Managed the entire trade marketing portfolio for the territory with a value of £160k; selected to supervise the largest area by volume with 50+ direct reports.
- Spearheaded end-to-end launch of a new category (VELO) for Sargodha Area with the highest number of outlets nationally, managing a £5k budget and liaising closely with the brand team.
- Secured first position nationally in the new category expansion markets competition relating to establishing brand awareness through consumer and retailer engagement initiatives.



● Territory Manager

British American Tobacco | Jan 2019 - Jan 2021

- Handled the entire trade marketing portfolio for Chishtian territory with a value of £80k; supervised the largest portfolio by volume and a team of 30+ including brand ambassadors, sales, and distribution staff.
- Achieved the highest growth for premium products with an increase of over 162% in sales relative to last year.
- Launched and established cashless payments by retailers to our salesmen in one pilot territory through EasyPaisa (Project Sky-Net); defined and implemented the rollout to 4 others within 3 months.

● HR Executive

Telenor Microfinance Bank | Apr 2018 - Aug 2018

- Co-led the redesign of the operating model and organizational structure for the branchless banking division; optimized hierarchical structure resulting in speedier and more effective communication.
- Led recruitment activities from sourcing candidates to conducting screening interviews, leading to the successful hiring of 4 senior manager-level roles.



● Recruitment Executive

MicroAgility Services | Jan 2018 - Jan 2019

- Led the recruitment initiative for the US team successfully hiring 3 team leads for our clients.

- Drove business development Initiatives to attract potential candidates and increase internal pool.

Education & Training

2023 - 2024 ● **IMPERIAL COLLEGE BUSINESS SCHOOL**
MBA,

2013 - 2017 ● **Monash University**
Bachelor of Business and Commerce in Economics and International Business,