Rafaqat Ali

Sales Officer | 25+ Years FMCG Sales & Key Account Management

+92-300-6286179 | indgo007@gmail.com | linkedin.com/in/rafaqatali001 | Pakistan

PROFILE

Sales professional with over 25 years of FMCG experience across Pakistan, spanning field sales, key account management and HORECA channel leadership. Known for building strong retailer relationships, disciplined territory execution and strategic selling that turns coverage into lasting growth.

EXPERIENCE

Unilever Food Solutions - Sales Representative - HORECA

Jan 2026 - Present

Driving HORECA channel sales for Unilever Food Solutions, managing key hotel, restaurant and catering accounts and expanding outlet coverage across the territory. Best Outlet Sales Rep, 2026

Anfords Pakistan - Sales Representative

Sep 2021 - Dec 2025

Owned territory sales end to end - route planning, distributor coordination and key account development across retail and wholesale channels. Delivered a 20% sales increase across the assigned territory.

Zil Ltd - Sales Representative & KPO

Mar 2013 - Feb 2020

Dual role as sales representative and key placement officer, building modern-trade relationships and negotiating shelf visibility with major accounts. Grew territory revenue by 15% year over year.

Reckitt Benckiser - Sales Representative

Apr 2008 - Jan 2013

Managed a high-volume FMCG territory, balancing distribution targets with in-store execution and long-term retailer partnerships. Enhanced customer satisfaction scores by 25%.

Procter & Gamble - Sales Representative

Apr 2004 - Jan 2006

Represented a global FMCG portfolio, executing coverage plans and building the distribution discipline that defined the rest of his career.

Colgate-Palmolive - Sales Representative

Mar 2000 - Aug 2004

First major FMCG role - opened new outlets, strengthened wholesale relationships and consistently beat coverage targets. Expanded the customer base by 30%.

EDUCATION

Bachelor in Mass Communication - Allama Iqbal Open University (AIOU) (2016 - 2018)

Associate in Arts, Humanities - BISE Gujranwala (BISEG) (2010 - 2012)

AutoCAD Diploma - Government Technical Training Institute (GTTI) (2008)

SKILLS

Sales Strategy | Negotiation | Team Management | Communication | Key Account Management | MS Office

AWARDS

Best Outer SR Award - Unilever (2026)
Top Sales Performer Award - Colgate-Palmolive
Employee of the Year - Zil Ltd

LANGUAGES

English (Fluent) | Urdu (Fluent) | Arabic (Basic)