

Yumna Sohail

Supply Chain Management Professional



+92 335 125 1350

Karachi, Pakistan

yumnasohail.ahmed@gmail.com

www.linkedin.com/in/yumna-sohail/

Professional Summary

Experienced and results-oriented Supply Chain Management Professional with a strong track record of optimizing operations, driving process improvements, and enhancing customer relationships in dynamic and fast-paced environments. Skilled in strategic planning, logistics management, and stakeholder collaboration, with a focus on delivering innovative solutions that achieve cost efficiencies and elevate service levels. Proven ability to lead cross-functional teams, manage complex projects, and utilize data-driven insights to support organizational goals and continuous improvement initiatives.

Core Competencies

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|------------------------------------|------------------------------------|
| • Supply Chain Management | • Problem Solving |
| • Operations Strategy | • Leadership & Teamwork |
| • Data Analysis and Analytics | • Financial Analysis and Budgeting |
| • Customer Relationship Management | • Lean Methodologies |
| • Detail-Oriented | • Industry Knowledge |
| • Negotiation | • ERP Systems (SAP R3) |

Professional Experience

Lead Logistics Execution Partner

May 2021 – Present

A.P. Moller - Maersk, Karachi, Pakistan



- Spearheading end-to-end supply chain operations for high-profile clients, including **PRIMARK, NIKE, KMART, TARGET** and others ensuring seamless service delivery and customer satisfaction.
- Collaborating with internal stakeholders to streamline shipment execution, quickly resolve operational challenges, and enhance overall process efficiency.
- Amplified the NPS score by 13% by consistently exceeding client Key Performance Indicators (KPIs) and executing effective management strategies.
- Implementing innovative solutions to drive operational efficiencies, achieving cost reductions and improved service levels.
- Preparing performance analysis reports to support data-driven decision-making enabling continuous improvement.

Key Achievements:

- Led a project that reduced shipping costs by 15% through optimized route planning and negotiation with vendors.
- Successfully heightened on-time delivery performance by 20% for key clients, contributing to a significant boost in customer satisfaction.

Key Account Sales Executive

Feb 2019 – Aug 2020

Merit Packaging (Pvt) Ltd, Karachi, Pakistan



- Managed key customer accounts, including **Shan Foods, Abbott Laboratories, and Rasul Flour Mills**, and others fostering robust, long-term relationships.
- Addressed and resolved customer complaints promptly, ensuring high satisfaction levels and timely payment recovery.
- Conducted comprehensive market research and analysis to identify growth opportunities, optimizing sales strategies to enhance market share.

Key Achievements:

- Increased sales revenue by 25% through targeted account management and strategic upselling initiatives.
- Successfully negotiated long-term contracts with three major clients, securing steady revenue streams and strengthening client relationships.
- Recognized for achieving the highest customer satisfaction score in the department for two consecutive quarters.1

Management Trainee Officer

Oct 2018 – Jan 2019

Leopards Courier (Pvt) Ltd, Karachi, Pakistan

- Developed digital content for the company's website and social media platforms, significantly enhancing online engagement and brand presence.
- Organized promotional activities for various channels, contributing to improved brand visibility and market penetration.
- Conducted digital marketing audits and managed national-level vendor coordination and collateral distribution.

Key Achievements:

- Successfully launched a digital marketing campaign that generated additional website traffic of 40% within three months.
- Improved social media engagement by 50% through the development of targeted content and strategic promotional activities.
- Streamlined the vendor management process, reducing procurement lead time by 15%.

Education

Master of Business Administration (MBA), 2017

Institute of Business Management (IoBM), Karachi, Pakistan



INSTITUTE OF
BUSINESS MANAGEMENT

Bachelor of Commerce (B. Com), 2013

University of Karachi, Karachi, Pakistan



UNIVERSITY OF
KARACHI

Interests

- Traveling
- Reading
- Volunteering and Community Service
- Painting and Drawing
- Mentorship and Coaching