

ATIF HAMID

Senior Imports/Exports Manager | Supply Chain Optimization | International Trade Compliance

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SUMMARY

I am an accomplished and results-driven MBA-educated Senior Imports/Exports Manager with over 18 years of experience optimizing international trade operations. I have proven expertise in managing the imports and exports lifecycle, regulatory compliance, and building significant global partnerships, negotiating high-value contracts, and implementing trade systems that enhanced efficiency. My analytical and leadership skills have supported business growth and zero customs violations, and I seek to leverage my skills to contribute to a dynamic organization's growth

EXPERIENCE

Deputy General Manager, International Marketing & Trade (Import & Export)

Sultani Group of Companies

📅 03/2024 - Present 📍 Faisalabad, Punjab, Pakistan

Company involved in the manufacturing, import and export of textiles

- Spearhead market research to capitalize on international import and export opportunities.
- Leading, managing, and integrating all supply chain functions including procurement, logistics, and inventory management for import/export.
- Developed and ensured adherence to the company's supply chain policies and procedures in respect of international procurement and sales.
- Develop and maintain strategic partnerships with foreign buyers/sellers to foster business growth.
- Efficient sourcing through continuous evaluation of the suppliers through KPI's.
- Negotiate and manage international contracts, ensuring favorable terms for import/export deals on prices, quality, and delivery terms.
- Oversee import/export department, coordinating seamlessly with production, finance, and banking department.
- Analyze supply chain data to identify cost-saving opportunities related to imports and value-addition opportunities related to exports.
- Oversee import/export processes ensuring compliance with regulations, Incoterms®, UCP 600, ISBP rules, customs, and banking regulations.
- Manage FAPC loans and optimize trade finance activities with banks.
- Report import/export performance to Board of Directors, analyzing market trends to drive customer satisfaction.

Senior Imports/Exports Manager

Sultani Elasto Products (Pvt) Ltd

📅 08/2007 - 02/2024 📍 Faisalabad, Pakistan

Company involved in the manufacture, import and export of textiles

- Managed the entire import/export process.
- Liaising with overseas suppliers and agents.
- Managed and prepared import/exports documents like invoices, bill of lading (BL), certificate of origin, and other compliance certificates.
- Sourced CAPEX and OpEx locally and internationally.
- Developed a custom electronic reporting system for imports/exports, streamlining processes and enhancing efficiency.
- Established and nurtured relationships with international clients and suppliers, negotiating and drafting long-term contracts with machinery, raw materials, and finished goods providers.
- Tracking Import/Export shipments and providing updates to the stakeholders.
- Negotiating shipping rates with freight forwarders/carriers, and handle customs clearance through customs clearance agent and transit logistics to minimize delays and violations, achieving zero customs penalties.
- Maintained fully integrated client, banking, and customs government platform PSW (Pakistan Single Window) and WBOC.
- Represented the company at international fairs, enhancing the company's profile and expanding business opportunities.
- Maintained strong relationships with financial institutions to support company imports and exports.

CERTIFICATION

CSCMP - Council of Supply Chain Management Professionals: Supply Chain Foundations: The Essentials Professional Certificate

CSCMP Supply Chain Foundations: Warehousing Operations Professional Certificate

CSCMP Supply Chain Foundation: Transportation Professional Certificate

CSCMP Supply Chain Foundation: Inventory Management Professional Certificate

CSCMP Supply Chain Foundation: Manufacturing and Service Operations Professional Certificate

CSCMP Supply Chain Foundation: Procurement Professional Certificate

CSCMP Supply Chain Foundation: Warehousing Operations Professional Certificate

CSCMP Supply Chain Foundation: Demand Planning Professional Certificate

CSCMP Supply Chain Foundation: Customer Relationship Management Professional Certificate

Working Smarter with Microsoft 365

SAP ERP Essential Training

Become a Power BI Specialist

Master Microsoft Excel

KEY ACHIEVEMENTS

★ Zero Customs Violations

Achieved zero customs violations through stringent compliance with imports and exports laws, enhancing company reputation and reliability

🚩 Successful International Contracts Negotiation

Optimized international trade operations by successfully negotiating long-term import contracts, leading to 10% cost reduction on raw materials and 20% improvement in supply chain efficiency. Simultaneously secured profitable export agreements that boosted company revenue by US\$ 500K annually.

EDUCATION

 Master of Business Administration (3.5 Years) Virtual University of Pakistan 01/2014 - 12/2017 Lahore, Pakistan	GPA 3.44 / 4.00
 Master in Business Studies Virtual University of Pakistan, Lahore 01/2014 - 12/2016 Lahore, Pakistan	GPA 3.68 / 4.0
 Bachelor's of Business Administration (4 Years) University of the People 01/2020 - 10/2025 Pasadena, California, USA	GPA 3.16 / 4.00
 Bachelor's degree University of the Punjab 04/2000 - 10/2002 Lahore, Pakistan	Marks 397 / 800
 Matric, Science Board of Intermediate and Secondary Education (BISE) 01/1992 - 01/1994 Faisalabad, Pakistan	Marks 693 / 850
 F. Sc., Pre-Medicine/Pre-Medical Studies Board of Intermediate and Secondary Education (BISE) 01/1996 - 01/1999 Faisalabad, Pakistan	Marks 609 / 1100

TRANSFERABILITY OF SKILLS IN THE MIDDLE EAST

 International Trade Compliance knowledge of & extensive experience in international B2B marketing, international market research international sourcing, international suppliers/customers relationship management, negotiating international contracts for cost minimization and value enhancement, import/export documentation, import/export compliance (Pro forma invoice, Sales Contracts, Commercial Invoice, Packing List, Bill of Lading (BL), Electronic Bill of Entry, Electronic Filing of Import/Export, etc.) INCOTERMS, UCP 600, and international payments processing are 100% transferable and highly transferable in the local settings.
 International Logistics Knowledge and extensive experience in customs clearance, shipment tracking, shipment status reporting, dealing with customs clearing agents and 3PL, efficient and effective shipment/logistics management, and resolving issues in shipment clearance are highly transferable.
 Supply Chain Management Knowledge and practical skills in demand forecasting, inventory management, goods receipts, inland transportation, and coordination with internal stakeholders in the supply chain department are highly valuable.
 Data Analytics and Digital Proficiency Skills Knowledge and practical exposure to MS Excel, MS Word, MS Outlook, MS PowerPoint, use of Generative AI, and Enterprise Resource Planning like SAP are 100% transferable.
 Soft Skills Excellent and professional interpersonal & intercultural communication skills, analytical skills, strong negotiations skills, teamwork, leadership, attention to details, and lifelong learning are 100% transferable.

KEY ACHIEVEMENTS

 Designing & Optimizing International Trade System For Sultani Group, I designed and deployed an efficient system leveraging IT to resolve data discrepancies and automate manual processes, significantly improving operational effectiveness and interdepartmental communication.

LANGUAGES

Punjabi Native	
Urdu Native	
English Proficient	
Arabic Beginner	

SKILLS

Computer Skills	
Microsoft Power BI	Microsoft Word
Microsoft Excel	Microsoft PowerPoint
Generative AI for Supply Chain Management	
Enterprise Resource Planning (ERP)	SAP
Supply Chain (International Trade) Skills	
International Market Research	
International Logistics Management	
Supply Chain Management	
Supplier Relationship Management	
Import and Export Management	
Market Trend Analysis	
Soft Skills	
Leadership	Communication
Analytical Skills	Financial Acumen
Strong Negotiation	Problem-Solving
Attention to Details	Lifetime Learning