

MR. SAYED ASAD ALI ZAIDI

Mr. Sayed Asad Ali Zaidi joined "Bata Pakistan limited" in 1987. He is currently working as "**General Manager Supply Chain/Auxiliary and Quality Management**". He is the senior executive with overall 32 years of working experience in management, retail operations, brand development, new product launch, merchandising, outsourcing, purchasing and supply chain management.



EDUCATION

He did Master's in Business Administration from Quaid-e-Azam University in 1986. Prior to MBA, he got his graduation in commerce and holds B.Com degree from Hailey College of Commerce, Punjab University Lahore.

BATA PAKISTAN LIMITED

He joined Bata Pakistan as "**Sales Management Trainee**" under Challenge 2000 Program in 1987 and worked in "Retail Operations" till 1990. Onwards, he served in merchandising department in different positions and became **Head of Merchandising** in 1998. In 2005, He was appointed as **Head of Associate Business Units** where he was responsible for Out Sourcing of shoe components. In 2008 he took over as **Head of Purchasing** and progressed to the position of "**General Manger Procurement**" in 2015. He is currently responsible for sourcing of raw materials, Machinery, Parts, services, out sourcing of components, and Import Logistic operations.

INTERNATIONAL TRAINING / COURSES

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| ➤ Merchandising Management Course 1990 | Singapore |
| ➤ Retail Training Program (3 months) | Canada / USA |
| ➤ Merchandising Management Course 1998 | Singapore |
| ➤ Advance Management Course ("Advanco 1999") | USA / Canada |
| ➤ Mermanco 2001 | India |
| ➤ Merchandising Forum 2002/2003/2004 | Singapore |

INTERNATIONAL EXPOSURE

- GDS Fairs – Dusseldorf, Germany
- Shoecon Meetings / Bologna Faire - Padua, Italy
- Export Tours – Paris, France
- Manufacturing & Modernization Meetings - China / Indonesia / Kenya
- Canton Faire – Guangzhou, China
- Product Meets – Jakarta / Bangkok / Singapore
- Product Sourcing Tours – China / Hong Kong