

Harris Iqbal

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EXECUTIVE PROFILE

Strategic and results-driven Sales, eCommerce, and Supply Chain Executive with 15+ years of entrepreneurial leadership across wholesale distribution, liquidation purchasing, and multi-platform eCommerce operations. Skilled in building vendor networks, driving B2B sales growth, and leading complex inventory acquisition and resale initiatives. Expertise in supply chain optimization, marketplace expansion, pricing strategy, and operational efficiency, delivering sustained revenue growth and profitability. Committed to developing long-term client and supplier partnerships, maximizing business value, and driving competitive advantage in fast-paced, dynamic markets.

PROFESSIONAL EXPERIENCE

Founder & Sales Director | All Season Trading Group | May 2013 – Present

- **Business Development:** Founded and scaled a wholesale distribution business from the ground up, supplying 100+ mass retailers, discount chains, and over 1,000 online merchants and independent stores across the secondary markets of North and South America, achieving a 30% year-over-year revenue increase through strategic account growth, product diversification, and market expansion.
- **Sales Strategy & Market Penetration:** Developed and executed targeted sales strategies across new product categories and emerging secondary markets, securing key accounts and opening new sales channels that expanded geographic reach and diversified revenue streams.
- **Strategic Procurement:** Led strategic sourcing and purchasing initiatives, improving gross margins by 20% through aggressive price negotiations and inventory optimization strategies across 15+ product categories, including Electronics, Hardware, Housewares, Office Supplies, Toys, and more.
- **Logistics & Supply Chain Optimization:** Developed and managed a nationwide logistics network, including freight coordination and 3PL warehousing solutions, cutting distribution costs by 15% and significantly improving order fulfillment efficiency and delivery reliability.
- **Sales Team Leadership:** Recruited, trained, and mentored a team of outside sales representatives, contributing to a 20% increase in customer accounts and driving a 30% increase in annual revenue through expanded client acquisition and deeper market penetration.

Founder & Senior Buyer | LiquidateProducts.com | July 2017 – Present

- **Entrepreneurship & Growth Strategy:** Founded and developed a bulk inventory acquisition website connecting manufacturers, brands, and distributors seeking to sell overstock, closeout, and surplus inventory. Built a direct sourcing channel that fed high-volume product acquisitions into the wholesale distribution business, expanding product categories, increasing purchasing power, and driving sustained margin improvements.
- **SEO Strategy & Lead Generation:** Created and launched a network of 70+ SEO-optimized websites focused on high-impact, niche-specific keywords, driving targeted traffic to the main liquidation site and increasing qualified inbound leads by 20% YOY.
- **Negotiation & Bulk Purchasing:** Negotiated and closed direct bulk inventory purchases from manufacturers, brands, and businesses, bypassing traditional distributor channels. Strengthened margins, reduced acquisition timelines, and contributed to a 30% year-over-year increase in overall business growth through strategic sourcing and large-scale purchasing initiatives.
- **Supplier Relationship Development:** Built strong supplier alliances with 50+ manufacturers, brand owners, and businesses, ensuring a consistent inventory pipeline and securing exclusive sourcing opportunities ahead of competitors.

eCommerce Sales Manager | DeepDiscountCo | March 2015 – Present

- **eCommerce Growth & Optimization:** Expanded sales across Amazon (3P), Walmart.com, eBay, Etsy, and Groupon, achieving approximately 25% year-over-year online revenue growth by leveraging vendor and brand relationships, integrating synergies from wholesale and liquidation channels, and expanding product categories to drive marketplace performance.
- **Inventory Management & Turnover:** Sourced profitable inventory across **15+ high-demand product categories**, improving inventory turnover rates by **10%**, minimizing deadstock exposure, and optimizing working capital allocation to support sustained marketplace growth.
- **Marketplace Compliance & Performance Management:** Maintained 100% compliance with Amazon and marketplace policies, sustaining Top Rated Seller status across all platforms and improving customer satisfaction scores by 10%.
- **Risk Mitigation & Opportunity-Based Buying:** Developed an inventory acquisition approach centered on capitalizing on time-sensitive opportunities while mitigating risk exposure, ensuring steady product flow and sustained profitability in a volatile sourcing environment.

- **Amazon FBA Operations & Cost Efficiency:** Spearheaded process improvements within the Amazon FBA model, implementing cost-saving strategies that lowered fulfillment expenses by 10% and boosted net margins across key SKUs.

EDUCATION AND CERTIFICATIONS

Bachelor of Business Administration Studies | University of Alaska Anchorage (UAA) | 2004 - 2007

- Completed coursework in Business and Marketing with foundational studies in management, communication, and economics.

CORE COMPETENCIES

- **Sales Strategy & Process Optimization:** Expert in developing and implementing best practices to drive revenue growth, enhance operational efficiency, and improve sales performance.
- **Client Relationship Management:** Proven ability to build, nurture, and sustain long-term partnerships with suppliers, distributors, and retail partners through transparent and strategic engagement.
- **Supply Chain & Logistics Management:** Skilled in freight coordination, inventory distribution, 3PL operations, and cost reduction strategies to optimize fulfillment and logistics networks.
- **Vendor & Account Management:** Extensive experience negotiating with brokers, regional and national distributors, and retail partners to maximize supply chain efficiency and sales opportunities.
- **eCommerce & Marketplace Sales:** Subject matter expertise in Amazon FBA and multi-platform eCommerce operations, including product sourcing, pricing strategy, and sales forecasting.
- **Negotiation & Deal Closing:** Strong communication and negotiation skills, consistently closing high-value deals and securing competitive inventory contracts.
- **Entrepreneurial Leadership:** Self-motivated and results-oriented with a demonstrated track record of building and scaling successful businesses.
- **Data-Driven Decision Making:** Analytical approach to market analysis, pricing strategy, and inventory planning to maximize profitability and reduce operational risks.
- **Strategic Planning & Organization:** Adept at time management, process improvement, and workload optimization in both independent and team settings.
- **Professional Communication:** Exceptional written and verbal communication skills, ensuring clarity, professionalism, and persuasive engagement across all business interactions.
- **Trade Show & Industry Engagement:** 15+ years of experience as a buyer and exhibitor at industry trade shows, open to travel for conferences, client meetings, and networking opportunities.

VOLUNTEERING

Special Project Leader | Thaakat Foundation | 2011 - 2019

References Available Upon Request