

Haris Shafi

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EDUCATION

Texas A&M University, Mays Business School

Master of Business Administration – Management & Marketing

Full-ride Scholarship: Trisha & LC Neely Jr., Hudgins Family, Grad Strategic

College Station, TX

December 2024

Lamar University

Bachelor of Science – Chemical Engineering

Beaumont, TX

May 2018

EXPERIENCE

Reckitt Benckiser

Position: MBA Marketing Intern – Lysol

Parsippany, NJ

May 2024 – August 2024

- Spearheaded a product relaunch to obtain 20% market share while increasing HHP% (Household Penetration) of the category to a \$250M product category within two years
- Formulated a strategic GTM (Go-To-Market) plan incorporating consumer profiles, the 4 P's (Product, Price, Placement, & Promotions), and a media support budget to optimize market penetration and brand visibility
- Evaluated the impact of relaunching this product by developing a detailed P&L statement, as well as assessing its effect on the broader brand portfolio for enhanced product synergies
- Collaborated cross-functionally with global, innovation, sales, media support, other Reckitt divisions, and consumer insights teams to ensure alignment and successful execution of the relaunch strategy

Sulzer

Position: Sales Engineer / Territory Manager

Responsibilities – Business Development (2021-2022)

Atlanta, GA

September 2018 – December 2022

- Developed the STP (Segmentation, Targeting, and Positioning) plan for all Oil & Gas wastewater applications
- Generated \$2M of sales during this process, specifically in the renewable diesel sector
- Successfully penetrated the municipal water and wastewater treatment market within a year through a competitive analysis and evaluating market applications which led to generating 75+ sales leads
- Led a sales rep meeting and training program for our inside and outside municipal market sales teams

Territory Management: Midwest Region (2020-2021)

- Generated approximately \$4M in sales in 2021, a record-breaking year
- Negotiated a \$550K complete turnkey solution for a food & beverage facility; as part of the deal, they implemented this solution to 11 of their other facilities
- Reinitiated value-added sales of our modular systems for plug-and-play, end-to-end solutions to further increase revenue and profitability
- Created a presentation library for my sales representatives to streamline internal and external communication

Application / On-site Pilot Test Engineer (2018-2020)

- Prepare process design calculations, proposals, BOMs, and preliminary P&IDs and provided technical support to project teams to ensure the overall success at every stage of the project life-cycle
- Commissioned and led the start-up of 10 full-scale pilot system
- Provided onsite consultation for more efficient operation including a detailed follow-up report

LEADERSHIP, AWARDS, SKILLS

Leadership: APO Vice President of Finance, Lamar University Women's Club Soccer Coach, Pledge-Class

President of Sigma Phi Epsilon

Awards & Certificates: Lion Leadership – Accelerated Management Training Program, APO Sturdy Oak Award

Skills: Consumer Insights (NielsenIQ, Numerator), Power BI, Tableau, Project Management, & Microsoft Office

Notable Experiences: DOW Chemical – Undergraduate R&D Internship, Intugent – Business Manager