**First Name of Application CV No 1653714**

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|  | **Executive Synopsis** |  |
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* Result-oriented Senior Communications professional possessing 16+ years of experience in Business Development.
* Seasoned Executive with proven success in liaising with various government as well as non-government bodies for organization of events, effective management of promotional events at reputed festivals and programs.
* Highly innovative industry expert possessing valuable exposure in working with top-notch banking organizations including RBS, HDFC bank, Bank Muscat.
* Astute leader with an aptitude for achieving desired goals through effective Team Management strategies in alignment with company objectives.
* Adept at coordinating with internal and external stakeholders, arranging conferences, exhibitions and more.
* Expertise in developing sophisticated training as well as certification programs for internal employees and members to enhance skill-sets and benefit organization.
* Core Competencies include:

*Strategic Planning*

*Liaison Activities*

*Admin Operations*

*Communication and Presentation*

*Event Organization & Management*

*End-to-end* [*Coordination*](http://www.google.co.in/url?sa=t&rct=j&q=loreal&source=web&cd=2&ved=0CFwQFjAB&url=http%3A%2F%2Fwww.loreal.com%2F&ei=tidGT7SNCuWZiQfpmfWzDg&usg=AFQjCNGXVLkDLpxx8ZKs3pQcs5Uc-jkcmQ)

*Business Partner Relationships*

*Business Partner Trainings*

*Key Account Management*

*Team Leadership & Management*

*People Development*

*Recruitment Initiatives*

*Market Intelligence*

*Franchisee Management*

*Business Development*

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|  | **Select Highlights Across Career** |  |
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**CRIF Gulf DWC LLC (Dun & Bradstreet), Dubai.** (Aug 2014 till date)

**Position: Business Development Manager**

* Position D&B portfolio of solutions as a key tool for decision making and mitigating business & credit risk.
* Develop the category for Business Ratings in the UAE to drive acceptance among key stake holders in the market.
* Drive corporate enrolment in Business Information subscription to assess credibility across client’s value chain.
* Explore new Channel Marketing partnerships with auditing firms, business consultants & other industry bodies through a business referral program leading to an increase in prospects & reinforcing pipeline size.
* Manage inside sales team to drive lead & meeting generation thereby enhancing field productivity for entire team.
* Identify new target segments in Abu Dhabi & drive focused Direct Marketing campaigns like Email Marketing to increase market coverage & pipeline size.
* Identified & signed new strategic partnership with a key business consultant in Abu Dhabi to assist Govt. & Semi Govt. organization in their vendor empanelment process by providing them with Supplier Qualification Reports. Major organizations include ADNOC, YAHSAT, TADWEER, Dubal etc.
* Manage the Field Due Diligence activities of banks like Al Hilal Bank, United Arab Bank, Emirates Islamic Bank, Union National Bank for their SME / Mortgage / Corporate banking clients.

**Wharf International General Trading LLC, Dubai.** (Mar 2013 – Aug 2014)

**Position: Sales Manager**

* Handling the core responsibilities of Business Development of IT division with focus on selling different IT Services & Solutions like AMC, VAPT, Messaging Solutions, Backup Solutions, Security Solutions etc.
* Responsible for managing a team of 6 sales executives and 4 telemarketing executives and achieve the P&L target agreed upon.
* Manage & maintain a strong relationship with with different vendors for IT products like GFI, Barracuda, e-Scan, Access Points, Servers, Microsoft, CCTV, Biometric Scanners etc.
* Manage Key Accounts which comprise of various government & semi government organisations like DEWA, SEDD, ENOC etc.

**Religare Finvest Ltd., Bangalore** (Nov 2009 – Nov 2012)

**Position: Area Sales Manager {Mortgages}**

* Establish and expand the client base and achieve targeted growth.
* Achieve market penetration by driving channels.
* Organize promotional events such as Loan Melas etc.
* Ensure value sales by maintaining a high weighted average in interest etc.
* Manage and motivate the team
* Track market trends and competitive activity.
* Render required support to customers and ensure customer delight

**Royal Bank of Scotland (RBS), Bangalore** (Apr 2007 – Nov 2009)

**Position: Area Sales Manager {Personal Loans & SME Loans}**

* Handled the core responsibilities of Business Development for Personal Loans & Business Loans category.
* Achieve Team Targets of loan value, interest rates & upfront fees.
* Team management and motivating both direct and the DSA teams to achieve agreed targets.
* Driving promotional events and market penetration.
* Pioneered the Business Loan sales in Bangalore.
* Established a successful separate Direct Sales Team to source Business Loans.
* Recognized for setting up a ‘Knowledge Desk’ for Business Loans to reduce TAT.
* Appreciated for the personal customer interface to ensure portfolio quality, without diluting Interest Rate, Processing Fee and Loan Care Insurance.

**HDFC Bank Ltd, Bangalore** (Nov 2004 – Apr 2007)

**Position: City Manager {Car Loans}**

* Achieved a fourfold growth in 3 months by expanding distribution.
* Enhanced profitability by increasing WIRR by 200 bps and by reducing the COA.
* Recognized for the role in retaining the existing customer by strengthening the Customer Care desk operation with a dedicated executive.
* Promoted as Deputy Manager in recognition of significant contributions in 2005-2006.

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|  | **Early Assignments** |  |
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* **Bank Muscat SAOG,** Mangalore July 2002 – Oct 2004

Territory Head {Car Loans / TW Loans}

* **HBL Global Pvt Ltd**, Mangalore

Location Head – Auto Loans Mar 2001 – July 2002

* **Sagar Automobiles,** Bangalore

Sales Manager Jun 2000 – Feb 2001

* **Axis Infotech,** Bangalore

Marketing Executive Aug 1997 – May 2000

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|  | **Credentials** |  |
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* **Bachelor Degree in Science from Kerala University in 1992.**
* Basic computer course from NIIT, Bangalore.
* Large Account Management, negotiation skills conducted by HDFC Bank.
* Customer satisfaction index by Way 2 Wealth / Team Management Skills (outdoor) programs organized by RBS.
* Presentation skills and product trainings conducted by NIS & MARUTI UDYOG LTD.

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|  | **Personal Details** |  |
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* Languages known: English, Hindi, Malayalam, Kannada, Tamil
* Nationality: Indian