**SUZANNE**

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**Summary**

A commercially minded, business growth strategist, with exposure across various industry sectors including, professional services, hedge fund, financial services, and SMEs. Suzanne has successfully transferred innovative and best practice skills across industry sectors and subsequently brought creative and original solutions that challenge the norm of that industry, and push the boundaries; promoting growth, efficiency and business development.

**Key Skills**

**Business Development & Strategy**

* Commercial, business development and marketing audit to identify growth opportunities and vision to create a commercial roadmap.
* Business development planning, and growth strategy in line with business’ objectives and organisational strategy.
* Identification and development of relationships with key strategic alliances and partners. Creating mutually beneficial initiatives to drive reward potential and opportunities to fruition.
* Implementing innovative solutions to realise maximum returns, and setting KPI’s, efficiency standards and benchmarks to track ROI.
* Strategic forecasting and allocation of budget to generate maximum profitability, opportunities and returns.
* Devising plans to scale new and existing business.
* Implementing efficient business processes, and systems to encourage opportunity capture and better profitability margins.
* Strategic positioning to close new clients/business.
* Strategic marketing and communications devised and implemented in association with business growth plans.

**Client relationships management**

* Deepening and developing relationships with clients operating in private equity, family offices, institutional investment, investment banking, FMCG’s, real estate development, energy & power, hotels, and professional services.
* Devising and implementing client retention strategies.
* Experienced in B2B client relationship management, client data, and strategically marketing to clients and strategic alliances.

**Training and Management**

* Mentored, and trained various clients operating in various industries (including Law firm, Financial Service firm and Advertising) on business development, and client development.
* Managed business development teams of up to 5, chaired meetings of 30, and held trainings up to 45.

**Professional Experience**

**Independent Business Consultant, International May 2016 – Current**

Advising and creating solutions for numerous start-ups, new and established businesses on their commercial strategy, operational efficiency, client and business development and marketing. To date, this has included:

* Working with an independent London based Venture Capitalist on devising an international commercial expansion model for a new surgical technology. My focus was the Gulf, although my concept for growth was being applied to other global markets.
* Advising an Atlanta based SME involved in the financial security and daily money management of elder’s finances on, (1) encouraging new revenues by building a strong network of co-benefit strategic partners, (2) structuring a commercial sales model to boost profitability by (a) minimising risks associated to failed client conversions, (b) developing strategies to increase client referrals via ‘recommend friends & family incentives’; (c) developing tiered service lines, and (d) creating a client dependability metric; and (3) conducting a branding and marketing audit and providing recommendations for marketing collateral.
* Working with London based Venture Capital firm, and assisting a single-family office based in New York, with developing a collaborative network with other offices in the Gulf and USA, with a view to co-invest on commercial real estate in Tier II and Tier III cities in North America.
* Working with a Dubai based M&A Advisory firm on various cross border deals which include introducing UK and US based school operators, and businesses to the Gulf, and expanding the commercial scope of various Gulf start-ups and SME’s.
* Advising a US based semi-conductor company on their commercial and international growth strategy; My focus was to boost mutual synergies between that and fund-raising efforts, thereby encouraging growth opportunities and commercial advantages which would further their efforts in the international arena.

**Duane Morris, London April 2015 – May 2016**

International US law firm headquartered in Philadelphia, Pennsylvania, with offices in London, Singapore, Oman & Shanghai.

**Business Development & Client Relations, Europe**

Led the firm’s strategic focus to expand into the European Private Equity Mid-Market space. First year developed a pipeline of new business of over five million sterling. Pushed innovative solutions forward by **(i)** enabling new business by developing prospect relationships and strategic partnerships, and **(ii)** deepening existing relationship to improve profitability. Mentored/coached Partners of the firm in the USA & UK, and ensured their efforts were generating the desired results. Trained junior colleagues to assist with various aspects of our business growth efforts.

* Thought leadership: Devised and led on numerous client and business development initiatives for Europe that ultimately identified opportunities and boosted our bottom line. Successfully engaged over 74% of the prospects identified and contacted, developed relationships with 89% of ‘cold’ prospects contacted, and improved collaborative synergies by managing relationships with key stakeholders. Success of these London initiatives resulted in their implementation at our US offices.
* Devised a mechanism to harvest new relationships with cold prospects, and capitalize on new business opportunities through sponsored events, thus boosting our ROI. Successes were recognised, and the CMO requested I lead on the strategic planning of the firm’s largest sponsored event in the USA, which attracted over 3,000 private equity players, and was attended by 25 colleagues. The strategy actively engaged firm attendees to collaborate and strategically directed our approach - a contrast to the ad-hoc approach of previous years.
* Client engagement strategy delivered via planned and purposeful pre-and post-meeting communications. Improved understanding of client’s/prospect’s business to enable delivery of appropriate value adds. Bespoke collateral engineered to engage clients and prospects. Good will was built through systematic positive contact, which further strengthened new relationships.
* Client value-adds to deepen relationships: Client alerts were engineered as tactical enablers to capture leads for targeted work-streams and profile new practice areas to existing contacts. E.G. 10% of the recipients of the Carried Interest alert requested a meeting. 80% were contacts of various partners, but had never instructed our firm. Relationships were developed with 100% of those clients and prospects.
* Inter-office cross selling to boost profitability and relations with other offices: Devised numerous creative initiatives, which involved the participation of several offices in the US. Meetings were frequently held in both the US and UK and through systematic touches, achieved an 90% increase in touch points with prospects identified. Successfully cross sold 72% of the US clients identified as suitable clients for the London office. This would improve our client profitability margins by around 20% in the following three quarters.
* Synchronized marketing & business development strategies. Aligned our brand with key publications that enabled the opportunity to develop relationships with prominent prospects. In sponsoring the BVCA Industry Guides, for example, I selected to focus on Technology and utilised this opportunity to interview four prospect funds. Two of which had asked to pitch for various transactions within a six-month period.

**Independent Business Consultant, International January 2014 – April 2015**

Advising numerous start-ups, new and established businesses on their commercial strategy, client and business development (both new, and existing business) and marketing. To date, this has included:

* Assisted a family office based in Naples, Florida looking to diversify its pool of co-investors and boost its liquidity by offering co-investment opportunities with other family offices.
* Mentored a UAE based start-up involved in a disruptive technology related to outsourced PR services looking to expand into other industry verticals including professional services.
* Delivered a commercial strategy and execution guidelines to an established legal and financial consultancy firm in Ras Al Khaimah, UAE, which was looking to diversify and extend its service offering (to include the brokering of international franchises to GCC family groups, and assisting the establishment of foreign business entities in the UAE).
* Worked with an Emirate law firm in Dubai in furthering its business development efforts and developing a network of strategic alliances to increase referral. Further assisting in the hiring of a business development and marketing team.
* Worked with a law firm in Dubai founded and owned by a Syrian who was granted rights of audience before UAE courts, looking to optimise commercial operations (with a view to sell the business). I assisted in the modernisation and reorganisation of their business services and operations, and delivered a business development blueprint that responded to the added pressure of fees- thus boosting their bottom line.

**Hadef & Partners, Dubai, UAE November 2010 – January 2014**

A leading independent UAE full service business law firm, with more than 90 lawyers in offices in Abu Dhabi and Dubai.

**Head of Business Development & Client Relations**

Further to promotion at the point of first year review, took the lead on business development firm wide. Devised a strategy that boosted our bottom line by identifying lucrative work-streams and targeting efforts to develop key prospects, improve profitability of clients, improve client experience, and minimize competitor threats. Managed a team of 4 Marketing professionals, and worked closely with Finance and Knowledge Management.

* Client retention: Devised a scaled client retention program to minimize the risk of competitor client poaching. Touch points with select key clients, dormant clients, and new clients that I had introduced to the firm were managed.
* Increased profitability through cross selling: Of the attempted referrals, 12% of clients instructed another practice area. Gains were realized as profitability increased by over 13.5% during 2 years.
* Increased revenues by reigniting dormant clients: Arranged relationship meetings with dormant clients to identify client satisfaction levels and attempt to re-generate business. Communications were re-established with 95% of clients contacted; 15% instructed us in the first year, with 65% into new practice areas. This helped us identify opportunities, including our client’s projected M&A transactions and refinancing activities. Deal value range: $300 million – $2bn+.
* New Business Development: Converting prospects operating in key industries. New clients introduced included one of the worlds’ largest retailers, the world’s largest milk co-operative, and numerous family conglomerates that operated the major brands in the region.
* By developing relationships with strategic alliances, we were top choice for various professional service firms that required a legal component for a proposal they were tendering or instruction they had secured. E.g. We were asked by a world leading professional service and investment management firm to co-tender for the multi-million dollar bid expansion of the RTA metro system in Dubai.
* Creative tactics to win new clients: Noticing an inconspicuous trend prevalent at many family offices, I engineered an initiative that profiled us positively to Gulf 90 family offices. 5% instructed us within a year from initial contact.
* Delivered business development training to attorneys in small groups of 6-8.

**Reed Smith LLP, Dubai, UAE April 2010 – November 2010**

**Regional Business Development & Marketing Manager**

A global law firm, with more than 1,700 lawyers in 26 offices throughout the United States, Europe, the Middle East and Asia. Its lawyers provide litigation and other dispute resolution services, and execute strategic domestic and cross-border transactions.

Reporting to the Business Development Director for EMEA based in London, my focus was to raise our profile in the region, identify and develop target clients, leverage off international clients, and protect existing business. I planned and drove various strategies to increase instructions through international and regional cross-selling and event planning. I lead, drove and managed the regional pitch process, producing quality, commercial and targeted pitches.

**Sabbatical January 2009 – March 2010**

Travel: USA, Spain, Athens, Italy, France, Indonesia, Philippines, Thailand, Singapore, Malaysia, Cambodia and Vietnam. Yoga teacher training: By February 2009, I had been practicing yoga for 11 years. I spent over a month in Bali, Indonesia and participated in the RYT 200 yoga teacher-training course. I successfully completed a TEFL in July 2009 and taught English and yoga in Athens between August 2009 and March 2010.

**Cheyne Capital Management Ltd, London, UK January 2008 – December 2008**

**Analyst for Portfolio Management**

London-based alternative asset manager. The firm launched its first fund in 2000 and today specializes in real estate debt, social property impact, corporate credit, event driven investing and equities. Employs over 150 people with its offices also in Switzerland, Bermuda & New York.

Reporting to two portfolio managers based in Switzerland, the Alternative Investments team invested in illiquid assets such as real estate across Europe, shipping in Hong Kong, forestry in Siberia & aviation leasing in the UK.

* Prospected institutional investors and devised a database inclined towards alternative investments.
* Prepared fundamental marketing material for investor and prospective investors.
* Improved monthly consolidation of funds used in investor reporting and compiled monthly ‘one pagers’ on fund performance.
* Conducted research to assess reward potential of viable co-investment tenders. Worked with oversees business partners to produce prospectuses to liquidate real estate held in Europe. Engineered an electronic ‘knowledge’ database which provided valuable information relating to underlying fund assets to provide a better service to investors.

**Bloomberg, London, UK June 2004 – December 2007**

**Terminal Sales, Account Manager - Major Sell-Side Foreign Banks**

Bloomberg L.P. provides financial software tools such as an analytics and equity trading platform, data services, and news to financial companies and organizations through the Bloomberg Terminal.

Joined Bloomberg’s graduate program, selected from intake of 10 from 2000 candidates. Trained in managing client relationships, business development, and the financial markets.

**Analytics:**

* A solution and problem solving role. Delivered bespoke, creative, accurate and timely solutions to clients across the financial arena.
* Consistently one of 5 top analysts, resulted in promotion to the Escalated Support desk. Achieved consistent positive client feedback which was largely due to my speed at resolving client queries, and delivering creative solutions to overcome system limitations.

**Account Manager:**

* Managed accounts of combined value over $6million per year.
* Defended business from competitor products by executing a dependency strategy and conducting numerous client trainings across the spectrum of financial products and front – middle – back office roles.
* Spent ample time at client offices, developing relationships with team leaders, and end users. This helped prevent against potential removals.
* Accounts included sell-side international banks, Merrill Lynch, Bear Stearns, Rabo Bank, ING and CLSA.

**Education**

**University of Southampton** **2002 – 2003**

MBA, awarded with Merit

Concentrated on competitive strategy, corporate strategy, marketing, and organisational behavioral management.

**City, University of London 1997 – 2001**

**LLB (honors) Law**

**Languages**

**English:** Native

**Arabic:** Fluent conversation

**French:** Conversation

**Personal Interests**

Long distance running enthusiast, qualified group yoga instructor and meditation. Passionate about cooking for groups of friends. Travel enthusiast.

**References**

Available upon request.