**SYED**

[**SYED.14350@2freemail.com**](mailto:SYED.14350@2freemail.com)

**Dynamic Sales & Marketing Professional with 11 Years of Experience**

Sales & Marketing | Business Development | Customer Service | Planning

**PROFESSIONAL ATTRIBUTES:**

* Performance-oriented and result driven professional with 11years broad based experience profoundly impacting organizational performance through exceptional communication style, problem –solving ability and supervisory skills.
* Proven track record in managing wide range of operations including Business Development, management of Sales and acquisition of new customers, port and ship agency operations, logistics, trading, FMCG, HR & Administrations, etc
* Worked with teams of cross cultural professionals from across the globe with insightful experience in UAE market and familiarised with cultural differences in the Middle East.
* Possess an inquisitive & analytical mind, creative thinking, excellent organizational skills, flexible & detail oriented attitude combined with strong analytical & information analysis skills and proven ability to interact with diverse range of people in a professional manner.
* An enthusiastic strategist with expertise in developing high quality plans, evolving market segmentation and penetration strategies

**PROFESSIONAL CAREER EXPERIENCE**

**Al Faisal Group, Umm Al Qwuain - U.A.E. (June 2013 to Continue…..)**

(Deals in Hospitality Business – Hotel/Resorts/Restaurants)

**Business Development Manager:** (Reporting to Chairman)Responsible for building market position by locating, developing, defining, negotiating, and closing business relationships, market survey/analysis, budgeting, planning, E-marketing, etc.

* Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.
* Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
* Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.
* Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals.
* Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
* Protects organization's value by keeping information confidential.

**Fresh Fruits Company L.L.C, Dubai - U.A.E. (July 2011 till March 2013)**

(Deals in Fresh Produces – Trading/Cold Storage)

**Business Analyst / Project Manager:** (Reported to MD)

Worked on a Juice Bar project, preparing guidelines, designing department SOP’s, organizing and implementing training and development program.

* Responsible for scoping the business requirements and developing solutions, involved in developing the implementation approach and managing the impact on all business areas.
* Responsible for all aspects of the project from business analysis to plan management and risk management.
* Employee services and counselling.

**Al Borj Machinery L.L.C, Sharjah - UAE (April 2008 to July 2011)**

(Deals in Garment & Textile Machinery/Software Trading)

**Sales & Marketing Manager:** (Reported to GM)

Responsible for training of Sales Forces, branding and launching of new products, client management, showroom management, supplier negotiation/agreements and visits.

**Business Development Manager:** (Reported to GM)

Responsible for client development, market survey/analysis, budgeting, planning, event management, E-marketing, customer loyalty programs and database management, meet and greet foreign suppliers/ sub agents and local customers, travelling outside county to visit principal, international customers and international exhibitions, arranging/organizing seminars and trade fairs

**Al Barrak Shipping Agencies Co. LLC, Dubai - UAE (Aug 2006 to Apr 2008)**

(Shipping/Port Agent | Warehousing | Logistics)

**Operations Controller:** (Reported to Ship Agency Manager)

My responsibilities includes but not limited to manage indoor and outdoor operations, duties assignments to respective staff, planning and managing resources, supervision Vessel Operation, ensuring fulfilment of requirements from Principals/Vessel Owners prior vessel arrival. Ensure timely berthing of vessel & commencement of cargo operation, make arrangement of tugs, carnage, supplies & provision, bunker supply etc. as per requirement.

**Along with my main responsibilities in Sales & Business Development with above companies I was limitedly involved in HR management as well during my 7 years tenure in U.A.E.**

**Karachi International Container Terminal, Pakistan (Aug 2002 to Aug 2006)**

(Port and Shipping)

* Operation Officer / Assistant Yard Planner
* Operation Officer / Vessel & Yard Dispatcher
* Quality Executive / Assistant Auditor for ISO-QMS
* Customer Support Assistant

**ACADEMIC BACKGROUND**

**Certificate Courses:**

* ISO 22000:2005 Implementation & Internal Auditor Training (2012)
* Sales Excellence (2011)
* Leadership/Managerial Skills (2010)
* Problem Solving and Decision Making (2005)
* Process Quality Improvement (2005)
* **Master of Business Administration (MBA) 2008**

Preston University, Karachi. Pakistan

* **Bachelor of Computer Science (BCS) 2002**

Shah Abdul Latif University, Khairpur. Pakistan

**TRAVELLING EXPERIENCE**

During my service with ABM LLC I travelled to Europe and MENA country for business development purposes

**REFERENCE**

Furnish upon request