

# M ASIM TABASSUM

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## Objective

To work and grow in such a competitive and challenging environment where I may be able to show and strengthen the worth of my knowledge. To apply professional knowledge for the development of an organization where hard work, commitment, integrity and sincerity are honoured along with opportunities for constant career

## Work Experience

### Innovations Group (DSA – FAB)

#### Sales Manager

**Innovations Group -  
Jan 2024 – till date**



Lead and manage a team of Relationship Officers to achieve individual and team sales targets for retail banking products, including personal loans, credit cards, and insurance.

Develop and implement effective sales strategies to drive revenue growth and enhance customer satisfaction.

Monitor and evaluate team performance through KPIs, providing regular feedback and coaching to ensure consistent high performance.

Foster strong, long-term client relationships by delivering tailored financial solutions and ensuring excellent service standards.

Conduct training sessions to improve team product knowledge, sales techniques, and compliance with regulatory policies.

Analyze market trends, customer needs, and competitor activities to identify and capitalize on new business opportunities.

Ensure adherence to banking policies, procedures, and regulatory requirements in all sales activities.

## Smart Union Commercial (DSA) CBD

Jan 2023 To Dec 2023

### SALES HEAD



- Working with Smart union managing Sales Force including Team Managers for Dubai Islamic Bank(PL & CC) And CBD Bank.
- Managing complete process of Digital as well manual logins
- Managing Sales Force in accurate way to achieve assigned targets set by the Bank.
- Assigning Monthly Target and Commitments.
- Maintaining all day to day activities related to job.
- Hiring new Staff and managing trainings for new sales officers.
- To Make sure all submitted applications/Documents are accurate and complete as per Bank Policy.
- Maintaining all record related to hiring, training and other related records.

## Innovations (DSA) Emirates NBD - Nov 2020 Till Jan 2023

### TEAM MANAGER



- Working with Emirates NBD UAE as Team Manager My job responsibilities include:-
- Managing Sales Officers in accurate way to achieve assigned targets set by the Bank.
- Assigning Monthly Target and Commitments.
- Maintaining all day to day accounts related to job.
- Hiring new Staff and managing trainings for new sales officers.
- Participating in Kiosk Activities at different companies and locations to get more business from Listed Companies.
- To Make sure all submitted applications/Documents are accurate and complete as per Bank Policy.
- Regular Visits with Sales staff to List new companies to generate new business.
- Maintaining all record related to hiring, training and other related records.

## TMQ(DSA) NOOR BANK JUN 2019 – Oct 2020

### SALES MANAGER



- Working with Noor Bank UAE as Sales Manager My job responsibilities include:-
- Managing Sales Officers and Team Leaders in accurate way to achieve assigned targets set by the Bank.
- Maintaining all day to day accounts related to job.
- Hiring new Staff and managing trainings for new sales officers and Team Leaders
- Day To Day meetings with Team Leaders and assigned Banks Departments.
- To Make sure all submitted applications/Documents are accurate and complete as per

Bank Policy.

- Regular Visits with Team Leaders to List new companies to generate new business.
- Maintaining all record related to Hiring Trainings terminations and other related Records

**Mashreq Bank, UAE. August 2011 To 2019**



**MANAGER BUSINESS DEVELOPMENT (Sharjah Main branch)**

- Working with Mashreq Bank UAE as BDM & SSO My job responsibilities include:-
- Managing Team of Sales & Service Officers
- Representing the bank in professional manners where communication skills, dress, bearing and reliable efficiency are the bench mark of industry.
- Providing neat, accurate and complete documentation required for each product sold. Submit accurate and complete application documents as per the process.
- Sourcing new business (Individual A/c, Corporate A/c, Personal loan, Auto finance, Bank insurance)
- Maintaining relationships with customers
- Definitely believe in best after sales services.
- Attending the different queries of cm regarding different products and doing my level best to resolve at cm point of satisfaction.
- Working as a team with different department of branch to achieve the assigned branch targets.

**Mashreq Bank, UAE. (Dec, 2007 – Aug 2011)**  
**Assistant team leader (Cr.card & P.Loan)**



Working with Mashreq Bank, UAE, as Assistant team leader in Retail Banking Group. And my job responsibilities include:-

- Handling a team of Sales officers
- Participating in team activities & target fixing for each sales officers
- Motivating & guiding the team members to achieve their targets
- Representing the bank in professional manners where communication skills, dress, bearing and reliable efficiency are the bench mark of industry.
- Providing neat, accurate and complete documentation required for each product sold. Submit accurate and complete application documents as per the process.
- Sourcing new business (Individual A/c, Corporate A/c)
- Maintaining relationships with customers
- Definitely believe in best after sales services.
- Attending the different queries of cm regarding different products and doing my level best to resolve at cm point of satisfaction.

**Standard Chartered Bank, Pakistan. (July 2006– NOV 2007)**  
**Group Leader**



I was Responsible to monitor complete banking Sales processes to become a good banker. My areas of expertise includes:-

- To manage the team of 20 sales officer to achieve their individual as well team targets.
- To keep proper follow up regarding the submitted files.
- Quality check, auditing and tracking individual sales officer activities.
- Handling queries from cm.
- Support & coach new staff to make easier their assimilation in sales.
- Extensive follows up with different lines until the disbursal of cards.
- Analysis of decline & approved application status.
- Fraud check via verification of submitted applications.

**Standard Chartered Bank, Pakistan (March 2005—July 2006)**  
**Direct Sales Officer**



- Providing neat, accurate and complete documentation required for each product sold.
- Submit accurate and complete application documents as per the process.
- Sourcing new business (Individual A/c, Corporate A/c)
- Maintaining relationships with consultants and customers

**Achievements**

- Winners of Quarter 3 and Quarter 4 in Noor Bank with Highest Sales Achievement
- Fully Paid Trip to Spain(Barcelona) as over achieving Bank insurance Pan UAE
- Got 1<sup>st</sup> position in pan Pakistan level in surprise competition for quality submission in one day.
- Consistently exceeded team sales targets, achieving a 20% year-on-year growth in revenue.
- Successfully implemented customer-centric initiatives, leading to a 25% increase in client retention rates.
- Recognized for exceptional leadership and awarded the "Top Sales Manager" accolade in 2022.

19 Times Winner of extra miles from Mashreq Bank

English, Urdu, Punjabi, Arabic (beginner)

**Education**

- **M.A. (Literature)** 1994 Punjab University Lahore. Pakistan
- L.L.B. 1991 Bahu –ud-Din Zakria University Multan. Pakistan
- B.A. (Economic) 1988 Bahu –ud-Din Zakria University Multan (Pak).
- F.A. (Intermediate in Economic) 1986Multan Board Multan Pakistan
- Matric with Sciences Multan Board 1983 Pakistan.

## Trainings

### Mashreq Learning System :

**“Training is for the benefit of the business and this improves the individual”**

- Training on “Product and Policies”
- Training on “Vectus/Select/Banksys/SFA/Flexicube/Iris/CRM”
- Training on “Customer First ”
- Training on “Selling Skills”
- Training for KYC & Anti Fraud Training
- Training on “Anti Money Laundering ”

## Personal Profile

Nationality: Pakistani  
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Visa Status Employment  
Driving License Valid UAE License

A high-energy, enthusiastic and dependable individual who excels in challenging and competitive environments.

- Ability to effectively manage multiple responsibilities simultaneously.
  - Positive and confident personality blended with a strong work ethic.
  - Ability to deal with pressure situations in a logical and professional manner.
  - Natural flair for management and good with logics.
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