

Personal Information

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Summary

Sales Marketing & Business Development Specialist of 11 Years at UAE

Results-driven Sales Marketing & Business Development Specialist experience across the UAE. Expertise in B2B Sales, HVAC, Industrial Equipment, Manufacturing, and Project Sales. Proven ability to develop strategic marketing plans, manage key accounts, and drive revenue growth. Adept at team leadership, CRM, and cross-functional collaboration.

Experiences

08/2023 - 04/2025

1.9 Years

KOHALA AVIATION: Karachi City, Pakistan

Assistant Manager Sales Marketing

- Developing and executing strategic marketing plans to drive brand growth, increase market share, and enhance customer engagement, with a strong leader with a proven track record in marketing management, communication skills & the ability to work collaboratively across departments.
- Acquiring new business throughout the country & other region. Maintain relationships with current clients and identify new business opportunities.
- Achievement of sales revenue targets, campaign management, floor plan management within timelines. Achievement of KPI's as set out by the Portfolio – phone time, f2f meetings, systems.
- Exhibitor satisfaction levels including regular follow ups via emails and calls, onsite rebooking's & retention. Timely & accurate reporting of sales results, pipeline and activities.
- Manage a sales team and provide leadership, training, and coach team members on sales technique, product, upsell and cross-sell. Set individual and monthly sales targets for the sales teams (for new and existing business and hunters - for new business).
- Achieve the monthly sales targets by delivering sales from both personal and group accounts.

Key Responsibilities:

- **Strategic Planning:** Develop and implement comprehensive marketing strategies that align with the company's business objectives and drive growth.
- **Campaign Management:** Oversee the planning, execution, and analysis of marketing campaigns across various channels, including digital, print, and in-store promotions.
- **Team Leadership:** Lead and mentor the marketing team, fostering a collaborative and high-performance culture.
- **Market Research:** Conduct market research to identify trends, customer needs, and competitive landscape to inform marketing strategies.
- **Brand Management:** Maintain and enhance the brand image through consistent messaging and innovative marketing initiatives.
- **Performance Analysis:** Monitor and analyze marketing performance metrics, providing regular reports and making data-driven recommendations for improvement.
- **Customer Engagement:** Develop and implement strategies to increase customer engagement and loyalty through targeted marketing efforts.

04/2012 – 06/2023

11.3 Years

SEAGULL HVAC INDUSTRY LLC: Dubai/Abu Dhabi, United Arab Emirates

Sr. Sales & Business Development Specialist (Product / Project)

(Representing all 4 Branches Including UAE, Kingdom of Saudi Arabia, Qatar & Oman)

- Provide comprehensive support to regular customers and acquire new accounts at U.A.E, Kingdom of Saudi Arabia, Oman and Qatar.
- Identifies new products, services and lines of business, and develops marketing and sales strategies to help grow a company's business in Gulf Region.
- Setting the estimated budget for the business development department and the expected expenditures and ensure adherence to the approved budget.
- Significant & successful experience in sale roles, commercial awareness, strong interpersonal skills, strong communicator. Monitor and support the sales team.
- Setting the strategic and operational plan for the business development department, developing performance indicators, and metrics to achieve them.
- Collaborating with the financial planning & analysis department to ensure accurate budgeting, financial forecasting, and reporting related to business development.
- Preparing the executional plan and the time frame for implementing business development department strategic plan and following up the implementation phases.
- Lead and execute the Business Development plan and initiatives for the practice and align with the overall business objectives.
- Numerate with strong Attention detail and ability to manage a sales team.
- Contribute ideas and strategies to shape future business development initiatives & drive revenue growth. Monitor market trends and adjust sales approaches accordingly.
- Awareness of exhibition production, Tele-sales, media sales, or exhibition background.
- Drive Sales performance in the relevant product assignments, ensuring individual achievement of set revenue targets in accordance with the sales plan.
- Understand each client's objectives and support them to achieve these through the event campaign. Responsible for recruiting, developing, and training new sales agents.
- Maintain the corresponding customer data in CRM system.
- Utilize resources to tailor sales approach to build new relationships and enhance existing relationships. Monitor the target key performance indicators.
- Coordinate the progress of different projects under study with internal and external stakeholders.
- Completion of sales progress reporting (e.g. revenue, target, activity reporting etc.).
- Generate leads and prospects to meet the parameters for quarterly sales production review.
- Conduct business reviews to identify strengths and weaknesses and evaluate operational effectiveness. Build strong network/connections with the developers in Gulf Region.
- Identify, secure and negotiate opportunities for expansion and growth through research, field visits and outsourced services. Arrange lead product demonstrations.
- Develop and implement sales strategies to achieve company revenue goals.
- Plan sales promotions and campaigns, implement them and are responsible for provide an outstanding follow-up and overall process experience.
- Oversee the sales process from start to finish, including coordinating with agents, clients and other professionals. Support the customer service & field sales team.
- Generate sales with new and existing customers through physical/virtual meetings, phone calls, emails, Social media, and video conference.
- Provide administrative support to our outdoor team and coordinate resulting appointments.

Additional Experience as Branch In Charge at Sharjah HFZA: 2019 to 2021

- Establishment of manufacturing facility in Sharjah Free Zone HFZA, Al Qusais Industrial Area.
- In the procuring trade license from Sharjah / Dubai Chamber of Commerce and Industry, after registering company name in the Ministry of Economy.
- Handle and Logistic and sales at HFZA Free zone Sharjah Branch more than two years.
- Dealt with Sharjah and Dubai Water and Electricity Authorities.
- Dealt with Civil Defense Sharjah and Dubai Authorities.

10/2009 – 03/2012

2.6 Years

M. A TRADERS: Karachi City, Pakistan

Senior Sales Supervisor

- Handle customer issues, resolution and communicate escalated issues to the sales manager.
- To deliver the company's growth objective by optimizing the sales & distribution of all product range in his designated area by strictly adhering to company policies & procedures and maintaining the highest standards of sales ethics.
- Monitors calls, provide feedback to reps and assist reps on sales %, install %, and quality.
- Manage the wastage and deliver the budget target weekly/monthly.
- Ensure all sales routes under his supervision have up to date route plans.
- Ensure all customer data integrity is continually updated and correct.
- Deliver positive feedback, employee rewards and customer recognition to employee.
- Detect new markets and the market needs to grow business and sales.

06/2006 – 08/2009

3.3 Years

DEXTER SECURITY SERVICES: London City, England

Business Development Officer

- Responsible collaborate with cross functional teams, manage budgets, analyze performance metrics and adapt strategies based on market trends to maximize product/project success.
- Often lead cross-functional teams, monitor budgets, Assess the effectiveness of marketing efforts.
- Lead market research efforts to identify consumer needs and preferences, contributing valuable insights for product development and project planning.
- Also developing marketing strategies, analyzing market trends, coordinating promotional.

Education

Pass Out – 05/2008

Post Graduate Diploma in Business Management

Cambridge College London, England.

Major Courses: Strategic Management, Improving Marketing Strategy, Leading Organization and Information Management, Critical Thinking and Research skills.

Pass Out – 02/2005

Diploma in Business Administration

London College of Science & Technology, England.

Major Courses: Business Communication, Principal of Marketing and Project Management, Introduction to Management.

Pass Out – 03/2003

Master of Business Management & Information Technology

KIET University Karachi, Pakistan.

Major Courses: Marketing Management, Information Management, Artificial Intelligence, Principle of Marketing and Information System Audit.
(Final Thesis: Payroll System for *Kohala Enterprises*)

Pass Out – 03/2001

Bachelor Degree in Computer Science

KIET University Karachi, Pakistan.

Major Courses: Organization Behavior, Business Communication & Writing, Data Communication & Networks, Data Structure, E-Business.

IT Skills

MS- Office, Office 365, Tally, Word, Excel, Outlook, Power point, Access, Docs, Forms, Sheets, Spreadsheets, Open Office, Pivot Tables, Vertical Lookup, Macros, Outlook, Gmail, Mail Merge, Filters, Folder, Google Drive, Presentations & Operating Systems.

Trainings & Courses

- Sales Training Program (SPIN Selling, Challenger Sales)
- Combined Project Management
- Configuration Management
- Business Creation & Management
- High-Impact Presentations & Risk Management
- Requirement Management and Engineering
- Sales Workshops & Seminar at BE TECH Dubai
- Sales Conferences (Leadership Submit & Update Industry Trends)

Professional Tools

- Sales intelligence
- Email marketing
- Customer feedback
- Sales analytics
- Sales selling
- Content creation
- Market research
- C R M Customer Relationship Management
- SAAS
- Webinars & Virtual events
- Advertising platform

Key Skills

- Leadership
- Communication skills
- Intercultural sensitivity
- Corporate communication
- Courage & Ownership
- Presentation
- Negotiation
- Critical thinking
- Change management
- Analytical skills
- Team player
- Digitalization
- Integrity
- M S Office
- Problem solving
- Time management
- Solution driven
- Event management
- Project management
- Empathy
- Logistic procedure
- Database management
- Adaptability
- B 2 B

Language

- English (Full Professional Proficiency)
- Urdu/Hindi (Full Professional Proficiency)
- Arabic (Limited Working Proficiency)
- German (Limited Working Proficiency)

Hobbies

- Football, Tennis, Travelling, Movies, Music and Study Different Cultures.

Travelling

- **Asia:** United Arab Emirates, Oman, Pakistan, Qatar & Kingdom of Saudi Arabia.
- **Europe:** Germany, Austria, France, Italy, Sweden, & United Kingdom.

Achievements

- Already worked in three industries manufacturing, Installation & Service/Startup.
- Was awarded Talent Recognition award for exhibiting value team play based on voting in 2020.