

SAQIB BAN TARIQ

Tel: [+971\(58\)5988800](tel:+971585988800) - Email: saqibcanada@gmail.com - LinkedIn: www.linkedin.com/in/sbtm2015
www.sbtmca.weebly.com - Skype: UNIONINTL

Persuasive and influential Sales and Marketing leader with more than 20+ years of achievement fueling next-level operations in multi-industry environments within highly revenue base organizations. Senior executive with verifiable year-after-year success achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments. Successfully formulated and executed two biggest Real Estate startups (Dubai). Extensive experience with highly engineered systems, which require deep understanding of critical business drivers in multiple markets and industries; highly successful in building relationships with upper-level decision makers, seizing control of critical problem areas, and delivering on customer commitments. Customer focused and performance-driven.

Core Skills & Proficiency

Global Strategic Sales and Marketing - Off plan Real Estate Brand Development and Sales & Marketing - Global Market Development Strategy & Execution - Franchise Development & Sales - Government Relations Strategy & Management Budgeting Expertise Startup's Management- Global Business Development & Investment Management - Strategic Relationship Management - Cross Functional Leadership - Executive Presentation - Revenue & Market Expansion - Digital Marketing - Public Relations - People Leadership and Team Motivation Management Consultancy - Gap Analysis - ISO9000 Quality Documentation and Auditing SaaS T Software Marketing - Sports Management & Sponsorship

Professional Credentials

PANTHEON DEVELOPMENT – Dubai, UAE: (May 2018 to April 2019)

Business Sector: Real Estate – Residential, Retail and Hospitality – Web: www.pred.ae

Main Tasks: Policy & procedures related to strategic goals & direction / implementation. Real Estate Sales / Marketing – Brand Development – Real Estate Acquisitions & JV, Investment Analysis - Public Relations & Communication –B2B / B2C / Digital – Events Exhibitions and Conferences – Sales and Marketing Strategic Positioning and Strategies positioning, brand positioning and strategic implementation.

Chief Commercial Officer (COO)

*Increased the net profits of the company by 27% in just 8 months during startup operations;
Achieved the market share of 20% within JVC through effective sales and marketing strategies;
Positioned the brand as Emerging company under “Affordable Luxury”;*

As CCO, I was responsible to undertake companies' long terms strategic goals towards profitable business venture through sales and marketing activities within real estate sector. The given role was also responsible to lead the organization's strategic management function, in drafting, implementing and evaluating cross-functional decisions that will enable an organization to achieve its long-term objectives. Directly providing strategic direction as well as ownership of the customer and the customer interface with the company's product and service offering, making sure that all functions of the organization are aligned to meet its strategic commercial objectives.

Key Responsibilities: Develops the departmental strategic plans for operations department and ensures approval by the CEO and senior management. Leads the department in implementing the strategic plan. • Ensures that all new projects are well researched and exhaustive consultation and involvement of all the stakeholders is undertaken in order to ensure quality products and profitable sale. • Ensures that the joint ventures projects that are undertaken are profitable. • Ensures that all departmental staff, especially the key technical ones are professionally managed, mentored and developed as part of performance management practice. • Liaises with the Chief Finance Officer in order to attract the support of Financial Institutions and solicits their cooperation in order to provide financing to Company's third-party construction business and ensures its growth and independence as separate business unit. Improve the company's public image through planned PR activities.

RAK PROPERTIES – RAK, UAE: (Dec 2016 to May 2018)

Business Sector: Real Estate – Residential, Commercial, Retail and Hospitality – Web: www.rakproperties.net

Main Tasks: Real Estate Sales / Marketing – Brand Development – Real Estate Acquisitions & JV – Investment Analysis - Public Relations & Communication –B2B / B2C / Digital – Events Exhibitions and Conferences – Sales and Marketing Strategic Positioning and Strategies – Buyers/ Investors/ Institutional Investors Relations – Staffing, Training and Policy Making – Product positioning, brand positioning and strategic implementation.

Director of Sales & Marketing

*Increased the net profits of the company by 10% as compare to FY-2016;
Improved direct sales through effective marketing campaigns by 200%;
Positioned the company as “Developer of the year -2018”;*

- Headed the medium size sales, marketing, retail, leasing and customer service, Sales admin and brokerage team / division within Rak Properties and reported directly to MD/CEO.
- Act as company presenter to BOD towards strategic framework within RAKP through identification of market opportunities followed by an implementation and revenue growth plans.
- Successfully and strategically repositioned RAKP as growth company to its stakeholders and lead the Internal strategic committee towards development of real estate & tourism infrastructure within Mina Al Arab properties with the aim to attract foreigner investors by launching state of the art projects including luxurious hotels, resorts, mall and residential complex.
- Successfully launched the master development worth AED 5(B) covering residential towers, townhouses and beach front villas, hotels and service

- Successfully achieved the sales results by increasing the **organizational net profit by 10% during FY-2017.**
- Strategized a breakthrough media strategy and improved ROI by nearly 150%.
- Instigated company's most successful marketing and sales promotions plan resulting in **record customer traffic increase of 250%** through effective offline and digital media activities
- Improved customer's relations, resulted an increase of business support, **60% decrease in advertising media costs** and increased brand exposure to **37 countries with effective business networking** model by **attracting 45 different nationalities as key buyers** within RAKP.
- Developed and implemented successful market share strategy through complete execution of strategic marketing & sales activities with effective lead qualification and lead conversion system and generated **45% total sales results through effective marketing campaigns.**
- Develops and managed sales/marketing operating budgets with **effective conversion rate of 3% to 5%** through all offline & online marketing campaigns (0.75% / 3% to 5%) and enhanced the overall brand image by 50% as compare to FY-2016.
- Develops and recommends retail mix strategy for retail division and **attracted leading brands within RAKP including Abu Dhabi Stock Exchange, EXPO - 2020** and other retail and FMCG brands.
- As DMS, engaged with key high net worth individuals and retained the business relationship with existing client by **improving retention rate by 30%** as compare to FY-2016.
- Analyzes and controls expenditures of division to conform to budgetary requirements.
- Directed and headed other departments including retail & leasing, customer service and sales admin in day to day operations as DMS.
- Produced monthly marketing, sales report showing sales volume, potential sales, and areas of proposed client base expansion and overall results through effective marketing activities.

AZIZI DEVELOPMENTS — Dubai, UAE: (May 2016 to Dec 2016)

Business Sector: Banking & Finance - Real Estate - Hospitality - Mining - Oil & Gas - Education - Web: www.azizidevelopments.com - www.azizigroup.com

Main Tasks: Real Estate Sales / Marketing - Brand Development - Real Estate Acquisitions & JV - Investment Analysis - Public Relations & Communication - B2B / B2C / Digital - Events Exhibitions and Conferences - Sales and Marketing Strategic Positioning and Strategies - Buyers/ Investors/ Institutional Investors Relations - Staffing, Training and Policy Making

Head of Marketing & Communications

Achieved gross profits of AED 2.5(B) in just 6 months and net profits by 27%;

Through effective sales / marketing and positioning strategies, company had been awarded "Developer of the year" -2016/2017 for two years

- **Headed team of 25 marketing professional** and reported directly to MD/CEO.
- Planned and executed the entire marketing and brand building activities of Azizi Developments and its real estate residential and hospitality related projects in UAE market.
- Headed the marketing division and executed the entire strategic planning covering creatives, media planning and digital and supporting the entire organization towards project marketing and sales strategies
- **Successfully launched 15 projects worth of AED 2.5B within 6 months and accomplished sales target of 80%.**
- **Successfully launched serviced apartments of worth AED 450M and achieved 85%** of sales in single day through strategic marketing campaigns.
- Established the team of 25 marketing professional and developed 7 internal marketing division within 3 months of job role.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Monitors competitor products, sales and marketing activities.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Guides preparation of marketing activity reports and presents to executive management.
- Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.
- Directs sales forecasting activities and sets performance goals accordingly.

ZERO GRAVITY INC - Toronto, Canada - (Jan 2015 to May 2016)

Business Sector: Sports Management - Real Estate Acquisitions - Soccer players Endorsements - Web: www.zerogravitymgmt.com

MAIN TASKS: Strategic Marketing - Brand Sponsorship - Soccer Players Endorsement - Real Estate Acquisitions - Investment Analysis - Public Relations & Communication - B2B / B2C

Director Global Markets

Planned and executed global sales & sponsorship activities and implementing marketing and channel development processes.

Developed the marketing campaigns in collaboration with advertising agencies that incorporated print, electronic media and the Internet.

- Major responsibilities involve towards Fans and Customers - Performers and endorsers - Teams and clubs - Leagues and competitions - Sponsors and properties - Broadcasters and the media - Governing bodies and representative associations - Economic and social development initiatives - Betting and gambling services - Sportswear manufacturers association and sponsorship & Gaming and collecting group.
- Completed the contracts ahead of schedule achieving in just 3 months.
- Built a full-scale sales operation from the ground up including database systems, recruitment of senior regional sales managers and developing the sales and marketing strategies.
- Developed business and negotiated the investing and marketing of sports / commercial related real estate properties under sister concern company called "LuxCan Corp Inc.
- Conducted advanced financial and estate planning & analysis/research to support Investment initiatives. Secured new and expanded business opportunities through prospecting, networking, relationship building, and selling additional ZGSM services to current client base.
- Interacted with team members, clients, and potential investors with respect to financial analysis.

AZIZI DEVELOPMENTS / AZIZI INVESTMENTS — Dubai, UAE: (Dec 2013 to Jan 2015)

Business Sector: Banking & Finance - Real Estate - Hospitality - Mining - Oil & Gas - Education - Web: www.azizidevelopments.com - www.azizigroup.com - www.aziziinvestments.com

Main Tasks: Real Estate Sales / Marketing - Brand Development - Real Estate Acquisitions & JV - Investment Analysis - Public Relations & Communication - B2B / B2C / Digital - Events Exhibitions and Conferences - Sales and Marketing Strategic Positioning and Strategies - Buyers/ Investors/ Institutional Investors Relations - Staffing, Training and Policy Making

Achieved gross profits of AED 800(M) in just 12 months by consuming 60% of total marketing budgets.

Through effective sales / marketing and positioning strategies, company had been awarded "Developer of the year -2016/2017 for two years"

- Created and implemented strategic sales, marketing, public image and digital marketing campaigns for various real estate projects and achieved 80% of results with as low as 40% of approved budgets.
- Rolled out multiple million USD \$ large-scale B2B / B2C & Digital product / branding campaigns and developed and Implemented AED 4.5(B) worth of real estate off-plan projects through successful sales and marketing strategies.
- Implemented marketing campaigns and target B2B / B2C customers line resulting in increased customer traffic and sales increases over 75% and revenue increases of nearly 65%.
- Closely worked with and established long term relationship with customers, investors, occupants, tenants to ensure highest customer satisfaction; Successfully formulated and executed financial and sales planning followed by aggressive and resulted oriented marketing campaigns for each real estate product launch till successful and 100% sale process.
- Instigated company's most successful marketing and sales promotions plan resulting in record customer traffic increase of 63% through effective digital media activities and strategic and targeted road shows in different countries.
- Improved customer's relations, resulting in increased business support, 60% decrease in advertising media costs and increased brand exposure to 37 countries with effective business networking model.
- Functioned with executive management and formulated strategic messaging to investors, real estate brokers, bankers, rating agencies, media outlets, and other industry professionals to promote company's strategic plan.
- Strategized a breakthrough media strategy and improved ROI by nearly 120%.

UNION INTERNATIONAL HOLDINGS GROUP – RAK, UAE: (April 2009 to Dec 2013)

Business Sector: Real Estate – Hospitality – Retail – FMCG - Oil & Gas – Shipping – Manufacturing – Mining – Renewable Energy – Web: www.rakholding.ae – www.union.ae

Main Tasks: Real Estate Acquisitions & JV – Strategic Business Development and Marketing – Franchise Development & Sales - Public Image & Communications – Market Research – Startup Business Studies & Analysis – BOD Representation – Corporate Governance – Revenue & Investment Analysis and Investment Management

Director Business Development & Marketing Communications

- Administered the company's local and regional business development, rebuilding its entire brand marketing and public image strategies and its successful implementation.
- Developed and administrated the process of defining and implementing marketing strategies for multiple products and markets. Globally socialized the existing and new businesses networking and brand building while establishing the regional JV's and M&A's.
- Attracted FDI's in renewal energy, mining, real estate investments, and Manufacturing, FMCG and retail sector apart from investments under BOT and BOOT scheme. Created new relationships with large institutional channels, including venture capitalists, banks, hedge funds, angel investors and government institutions.
- Assessed market trends, examining new product lines, and established and implemented various investment strategies for various local and international investments.
- Conducted strategic market and competitive research and analysis on various business development opportunities including potential alliances, new product lines, expansion planning and strategic investments (in manufacturing, oil & gas, real estate, digital, media, ecommerce advertising and technology industries) and source out and created various valuation models, business plans, build successful business cases and define value propositions for potential M&A opportunities.
- Formulated and executed strategic market and competitive research and analysis on various business development opportunities including potential alliances, new product lines, expansion planning and strategic investments (in manufacturing, oil & gas, real estate, digital, media, ecommerce advertising and technology industries) and source, create valuation models, business plans, build successful business cases and define value propositions for potential M&A opportunities.

FAKHRUDDIN PROPERTIES – Dubai, UAE: (Feb 2007 to Apr 2009)

Business Sector: Real Estate – Hospitality – Trading – Retail - FMCG – Renewable Energy – Web: www.fakhruddinholding.com – www.fakhruddinproperties.com

Main Tasks: Real Estate Sales / Marketing – Brand Development – Real Estate Acquisitions & JV – Investment Analysis - Public Relations & Communication – B2B / B2C / Digital – Events Exhibitions and Conferences – Sales and Marketing Strategic Positioning and Strategies – Buyers/ Investors/ Institutional Investors Relations – Staffing, Training and Policy Making

Director Sales & Marketing

- Initiated and Directed development of interactive, direct marketing, media, creative, sales promotion and PR strategies.
- Formulated entirely new staff of 60 sales and marketing professionals, following company's acquisition and relocation.
- Controlled AED 45million project sales budget. • Conducted reviews for and hired four outside agency resources (general market, direct marketing, interactive, print media).
- Introduced a comprehensive, relational database-marketing program, which increased customer retention by over 10% -- in the first month and achieved 8:1 ROI in less than 6 months.
- Determined a highly targeted Group Sales Solicitation program. Designed two category & company first, regional sales events, resulting in record sales and the company's highest sales performance for the year.
- Implemented of a toll free, consumer 800# locator featuring direct-connect technology, which resulted in a 22% increase in sales leads / call volume.
- Supervised 11 outside agency partners including; general market advertising, direct marketing, interactive marketing, print placement, digital and Yellow Pages advertising agencies.

MINDSHARE COMMUNICATIONS – Oslo, Norway / PK: (Feb 2004 to Sep 2006)

Business Sector: Advertising – Media Planning & Buying – Communications – Event – Web: www.mindshareglobal.com

Strategic Communication Manager

/ Visio software(s) for various outlets for effective sales promotions.

- 3 years of strong event management background including creative event planning, event production, pre-show and on-site management and sponsorship plans and its acquisition for on-ground and airing.
- Directed up to 60 personnel (in-house/outsource), on on-ground events having budgets up to USD \$ 15(M), with 20000–40000 attendees along with its complete local and international media planning and buying.
- Effectively managed events/exhibitions and registration remotely (via Internet) and on site.
- Routinely save more than 25 % out of total assigned budget by negotiating best contracts from nationwide network of vendors / international bookings / media buying.
- Supervised the entire electronic media, press/magazines, FM, out-door and cable advertising, Fortune 40 corporations, start-up and entrepreneurial ventures, in technology, education and FMCG sectors. Responsible to look after the company activities starting from mobilization till project completion reporting and management / promotion and airing plans for media having worth of USD \$ 5.5 (M).

DELOITTE & TOUCHE – London, UK / PK: (Feb 2000 to Dec 2003)

Business Sector: Auditing – Taxation – Management Consultancy & Advisory – Web: www.deloitte.com

Management/Media Consultant

- Involved in the system and procedure development for various service and manufacturing organizations. Specialized in ISO-9000 quality consultancy and certification, human resources, inventory management, and financial accounting systems.
- Headed a team of consultants, who worked on different financial and corporate management consultancies in specialized business sectors including oil and gas, manufacturing, and service sectors.
- Designed and formulated the media/channel establishment and advisory consultancy services for different media channels and developed complete functional and operational systems locally and globally.
- Prepared and Executed successfully the first-ever service sector building QAM/QAP and earned accreditation from Modis UK.
- Documented and Implemented the first-ever service sector building QAM/QAP and earned accreditation from Modis UK. Total assignment time was 18 months.
- Established the first-ever anti-dumping case on low-priced importation under WTO laws and won the case in favor of the only tin plate manufacturing facility in the country.

UNITED CONSULTANTS - ISB CL / 1999 – 2000 (Internship)

Management Consultant

- Appointed as “Management Consultant on internship basis.”
- As management consultant, assessed various organizations’ statuses, evaluated resources and capabilities through gap analysis, analyzed organizations’ potentials, issued improvement plans and reported measurements.
- Provided training to personnel in respect to ISO-9000 principles, business improvement initiatives, quality system changes (internal procedures for ISO 9000:1994, Safety Management Systems, compliance, etc.).

Academic Qualification

- Business Administration in Finance & Marketing - School of Business & Commerce (Preston University – USA)
- Intermediate in Commerce (I-Com), PCOC

Professional Diplomas – Certifications

- Client Relationship Model Phase 2 (CRM2) Financial Planning- IFSE Institute (Investment Fund Institute of Canada)
- Certification diploma in ORACLE -8 and 8-I from NCR - USA
- Certification diploma in ORACLE -8 Database Administration (DBA) from NCR - USA
- ISO-9000:1994 Certification Course on “Seven Tools of Quality Control and Techniques
- ISO-9001:2001 Certification Course on “Understanding ISO-9001:2001

English Language (Certification)

- IELTS from British Council

Documents / References:

Experience letters – Employer References – Attested Educational Certificates: Upon Request