


Maya H Sarieddine

Client Engagement Lead /Product Manager

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[LinkedIn Profile](#) 

Creative, analytical and results orientated BDM/Senior Client Engagement/Product Manager with wide experience in marketing within the insurance, product development (wealth management, telemarketing, (Takaful & Conventional) Bancassurance and Retail/Corporate CAD) client engagement in addition to Business and strategy development field.

Skilfully providing deep product expertise needed to lead the organization and making strategic product decisions while providing cross-functional leadership delivering increased customer engagement at all levels. Ability to meet tight deadlines and prioritize workloads with a track record of taking ownership and driving results.

In-depth product management experience from conception to implementation. Owing the product life-cycle management from market analysis, value proposition development, product launch, pricing plans taking into consideration budget limitations with a strong ability to influence thinking, forge strategic alliances and build consensus. in addition to working closely with sales teams, shareholders, e-channels group and service teams. Proven ability to manage, disseminate and analyse large volumes of data to support and assist in the successful development/execution of pioneering marketing campaigns.

Highly focused on team development, with a consultative and democratic management style which has established and developed diverse teams. Able to contribute to growth plans and strategy implementation while keeping track of industry trends ensuring continuous innovation and progress of business.

CORE SKILLS

- Relationship Management
- Product Management
- Results Oriented
- Leadership
- Business Development
- Strategy execution
- Client Engagement & Customer Service
- Analytical Skills
- Teamwork & Teambuilding
- Marketing Communications
- Cross functional team experience

PROFESSIONAL EXPERIENCE

North Star for Fix and Supply, UAE

Feb 2020 – till now

Business and Strategy Development Manager

Reporting to the Head of Sales and handling the freelancers collaborating with the company. The role is mainly to develop the business, by seeking out new opportunities that help in increasing cliental base and profitability in addition to managing the implementation of Business Strategies, procedures and controls covering all areas of assigned department activity so that all relevant procedural/legislative requirements, fulfilled while delivering a quality, cost-effective service.

Key Responsibilities and Achievements:

- Lead the identification of opportunities for continuous improvement and sustainability of processes and practices considering local standards, productivity improvement and cost reduction.
- Develop plans, budgets, policies, processes, and governance framework for all approved initiatives within the assigned function to drive project delivery.
- Develop and maintain effective key business relationships with all relevant external/internal entities and all sections with the highest standards of business ethics, whilst promptly attending to all critical issues in-order to ensure the services required by the organization are delivered in the most effective manner.

- Conduct detailed strategic analysis to identify key strategic objectives with the collected data, identifies and leading practices
 - Identify the strategic capabilities required to deliver on Business's strategy efficiently and effectively
 - Periodically review implemented strategy to identify any updates that are required based on feedback from stakeholders, learnings over period of time, new leading practices
 - Develop and recommend new channels of business while effectively collaborating with leadership to understanding and evaluate these new opportunities and the financial projections.

First Abu Dhabi Bank (FAB), UAE

Aug 2018 – Jan 2020

AVP & Lead – Client Engagement

Reported to the Head of Corporate Credit Unit/CAD Department, and leading a team of 4, responsible for providing leadership and management in growing the client base through effective client relationship strategies delivered by the Client Engagement Team within the Corporate Credit Unit/CAD Department (initial year was with CAD-Retail, thereafter CAD-Corporate). Also accountable for the day-to-day management, guidance and supervision of the direct reports in terms of recruitment, performance management and training & development.

Key Responsibilities and Achievements:

- Successfully coached and led the team of employees to collaborate with key internal and external stakeholders to deliver profitable outcomes for the business; notable examples include:
 - Retrieving, organising and registering over 1000 mortgage contracts via the Municipality in a three-month period.
 - Developed the Client Engagement Platform with the IT Team resulting in a new customer engagement system which centralised multiple customer transactions, improved the holistic customer experience and provided key information ensuring personalised and targeted customer marketing.
 - Developed and implemented online submissions of Auto and Personal Loans applications in conjunction with the Sales, Project and Operations teams.
 - Designed and implemented the SLA & SOPs for the Retail CAD Dept.
- Maintain direct and active relationships with partners, challenging the required and developing it into coherent requirements including proactively resolving both business and technical issues. Relationship examples include: Bin Hamooda Group, Abu Dhabi Financial Services, Al Habtoor Group and YAS Holding.
- Identify and drive key partner relationships that create value for the Bank
- Proactively collaborated with the Operations Teams through support and coordination activities leading to significant improvements in customer service levels.
- Improved organizational efficiency and increased productivity by developing effective quality improvement strategies including: new scripts & contracts for the mortgage team, routing customer requests through a specialised platform, overhauling daily working practices within the CAD Team, and scheduling of bi-weekly meetings with operations.
- Drive continuous improvements in the execution of practices and methods within the planning area of responsibility based on performance and process indicators.
- Undertook restructuring arrangements especially during bank's integration period within the department

Abu Dhabi Commercial Bank (ADCB), UAE

Nov 2007 – Jun 2018

Product Manager

Initially recruited as a Product Coordinator and rapidly promoted to Product Specialist, then Product Manager due to exceptional performance and exceeding all performance measurement metrics.

Reported to the Head – Bancassurance & Takaful Products, leading a team of 3, responsible for leading, defining and developing strategies to profitably grow the range of Conventional and Islamic Bancassurance and Telemarketing products for ADCB.

Key Responsibilities and Achievements:

- Successfully launched a number of insurance products through effective market and competitor analysis, product roadmaps, pricing & launch strategies and financial projections in line with market needs resulting in significant increases in revenues and market share including:
 - Developed the FS to implement four insurance products through ADCB's Personal Internet Banking.
 - Collaborated with the marketing department to create and execute marketing campaigns for new product launches.
 - Facilitating training workshops to upskill internal stakeholders in all new marketing/product initiatives.
 - Proactively cooperated with an Islamic insurance company (FWU) to launch 4 Takaful products specifically targeting Islamic clients.
- Ownership of day-to-day product category volume and revenue achievement
- Conducted thorough market research and analysis on critical illness throughout the Gulf resulting in the development and launch of critical illness insurance products throughout the region.
- Effectively assisted in proposing future volume/revenue/profit plans based on market knowledge
- Managed all aspects of launch preparation process (communication, training, marketing campaigns)
- Increased client conversion rates of opportunities to sales by developing and implementing online applications procedures resulting in instantaneous confirmations and signatures from clients.
- Spearheaded quarterly marketing campaigns and incentive schemes for the sales teams resulting in greater numbers of salespeople reaching performance targets and greater levels of motivation throughout the sales team.
- Provided day-to-day leadership, oversight and guidance to the team including objectives, promotions, appraisals.
- Ensured direct reports have clarity about their roles and responsibilities including establishing quantifiable and observable performance objectives; and evaluating performance.
- Assisted in the talent management objectives of ADCB by ensuring all aspects of succession planning – training needs analysis, training and mentoring of staff – were adhered to as part of the employees' development.
- Won internal recognition of the immense contribution made to the business by being promoted rapidly to Product Manager shortly after joining in 2007.

Premium Partners International, Lebanon

Mar 2006 – Apr 2007

Logistics Coordinator

Sea Sky Services Forwarding Company, Lebanon

Nov 2003 – Feb 2006

Assistant Manager in Marketing & Customer Service Dept.

EDUCATION & QUALIFICATIONS

- 2020: Certificate of Achievement: The Art of Persuasive Writing and Public Speaking – Harvard University
- 2012: Certificate of Achievement: Introduction to Securities & Investment (International) – Chartered Institute for Securities and Investment (CISI)
- 2011: Certificate of Achievement: Compliance Foundations Training – ADCB
- 2003: Bachelor's in Business Administration from the American University of Beirut, Lebanon.