



# SABEEH REHMAN

## CONTACT

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## EDUCATION

### LAHORE UNIVERSITY OF MANAGEMENT SCIENCES

MBA 2014-2016

### NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

BSc in Economics 2009-2013

## SKILLS

- Corporate Strategy Development
- Strategic Planning
- Marketplace Management
- Business Development
- CRM implementation and Optimization
- Operations Scaling
- Stakeholder Management
- Operations Management
- Process Optimization
- Customer Service
- Customer Relationship Management

## ABOUT ME

A results-driven professional with a robust background in marketplace management, strategic planning, and business development. Proven track record in optimizing processes, driving revenue growth, and spearheading initiatives to achieve strategic goals.

## WORK EXPERIENCE

### HEAD OF APPOINTMENT SETTING AND CLIENT MANAGEMENT

**Miquel Girones Co. (Oct 2023 - Present)** - Miquel Gironès is a sovereign individual who offers services to help clients legally pay 0% taxes, protect their wealth, and build generational assets.

- Automated outbound lead generation, increasing lead volume by **50X** in 2 months, showcasing strategic business development.
- Scaled operations, overseeing **20+** accounts and significantly expanding lead generation capabilities.
- Fostered client relationships resulting in increased booked calls for the success team.
- Orchestrated client conversions resulting in over **\$100K** in revenue, showcasing a strategic approach to business development.

### HEAD OF MARKETPLACE AND CUSTOMER SUCCESS

**Truck It in (Sep 2021 - Sep 2023)** - Truck It In operates as a technology company offering a logistics technology platform. It focuses on streamlining road freight offering load-matching, freight booking, dispatching, and delivery services.

- Revolutionized logistics operations, overseeing **200,000+** shipments and **500,000+** bookings, driving substantial revenue growth.
- Established and managed a high-impact contact center driving support for vehicle and load matching, live operations, lead generation, and customer experience. Achieved a remarkable **10X** growth in topline revenue within one year.
- Onboarded **5000+** shippers, **50,000+** vendor partners, and **200,000+** unique vehicles, exponentially increasing the company's reach and capacity by over **50X**.
- Elevated bids per shipment for top 10 routes to over **5X**, fostering increased competition and driving market-competitive pricing.
- Developed controls and processes for each stage of the marketplace, ensuring real-time bidding capabilities and enhancing overall platform efficiency.
- Engineered the backend structure and dashboarding framework of HubSpot (CRM) to track shipper and vendor side activity on the portal in real-time. Resulted in a remarkable **20X** improvement in their contact rate with potential leads.
- Developed business models for two new business verticals, services, and expert network, contributing to a **20%** increase in overall revenue.

## REFERENCES

### ARSLAN AKRAM

Senior Director @ CAREEM  
Contact: +971 55 781 6237

### AHTASHAM AHMED

Senior Engineer @ Abu Dhabi  
National Oil Company  
(ADNOC)  
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### SENIOR BUSINESS ANALYST

**Systems Limited/ Visionet Systems (May 2021 - Jul 2022)** - Systems Limited is a globally recognized IT software solution company offering state-of-the-art professional services and BPO offerings in the technology landscape.

- Led Salesforce implementation, refining **2000+** user stories for precise planning and seamless execution.
- Conducted **200+** client calls driving strategic decision-making in Salesforce implementation.
- Demonstrated proficient command over end-to-end **JIRA and Confluence management**. Resulted in streamlined project execution, well-documented processes, and enhanced stakeholder coordination.
- Led the **successful go-live of EBW's new e-commerce retail website**, a major client with an annual turnover exceeding \$100 million.

### NATIONAL EXCELLENCE MANAGER

**Khaadi SMC. (Dec 2016 - Dec 2019)** - Khaadi is a leading fashion and lifestyle retailer having experienced unprecedented growth, from a single store selling hand-woven fabric, to over 69 stores operating in 5 countries.

- Strategically contributed to **40%** of the organization's business, achieving remarkable revenue growth.
- Spearheaded a remarkable **25% Year-over-Year growth**, surpassing **USD 25 million** in revenue for both Flagship and Chapter 2 stores.
- Established standardized processes ensuring exceptional customer experiences across stores.
- Led the store launch at LuckyOne Mall Karachi, achieving an unprecedented milestone with **\$1 million+** in sales within 24 hours.
- Coordinated the end to end implementation of **Microsoft 365 Online POS** across the entire store network.

### SUPPLY MANAGER

**Careem (Jul 2016 - Dec 2016)** - Careem is building 'the everything app' for the greater Middle East, making it easier than ever to move around, order food and groceries, manage payments, and more.

- Recruited, trained, and onboarded over **5,000** vendors, resulting in a remarkable enhancement of operational capacity to meet escalating demand.
- Elevated operational capacity, achieving a 20X growth in daily rides within six months.
- Transformed customer experience through streamlined processes on **Zendesk**, enabling real-time complaint resolution and supply-side quality assurance.
- Transformed customer experience through streamlined processes and managed customer campaigns.
- Created impactful analytical dashboards on **Tableau**, delivering real-time insights on product performance and critical KPIs.