

Yasir Ali

Specialist in Business Development and Marketing

Dubai

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A professional with 10 years of international work experience in Business Development. Having spent the last 7 years in the Middle East working companies deeply integrated in their own industries, I've gained a strong insight and understanding of the customer culture, business attributes and consumer thinking in the Middle East.

In my previous role I have handled a challenging marketing profile for a well known FMCG for 3 countries KSA, UAE and Bahrain for a period of 2 successful years supporting country scale operations for their highly integrated and well defined distribution system comprising of over 250 routes, 300 salesmen and a fleet of over 500 vehicles generating a yearly business of over 300m SAR.

In my last role as the Business Development Executive Gulf for a power and energy company I have handled international business development and related B2B activities with over 150 companies across the globe. My activities included customer development, a successful sourcing project, international event management, enhancing marketing & distribution material, presentations and related commercial/legal activities.

In my present role as the Business Development Executive for a support services company catering to the Military, O&G, Refineries, Mining and Contracting establishments across the Middle East my role includes a combination of front ending sales with existing clients to retain and grow them as well as development of new clients and products. My portfolio includes prominent companies such as Shell, BP, MAN, Emirates Airlines, VINCI, Colas, FWK, Hanwha E&C to name a few for projects located across the Middle East and North African region.

I have exceptional communication, presentation and customer relation skills combined with unique talent to manage people and extract the best out of everyone I work with. I believe in hard and smart work, creativity with commitment and a notion that nothing is impossible.

WORK EXPERIENCE

Business Development Executive - Middle East

Taffys LLC - Dubai - July 2015 to Present

Responsibilities

My role at Taffys is a challenging combination of Business Development both regional & international clubbed with B2B sales. The scope of work extends to both sides of the business spectrum in which on one side I develop clients and cater to their requirements with products and services from our business partners and on the other side communicate and develop new suitable suppliers/distributors from across the Globe.

The business development role includes new product development, streamlining of internal and external operations, developing new regions, marketing, research, analysis of information, legal, new customer development, liaising with existing and new principals.

The sales role includes handling requirements from prominent clients such as Shell, BP, MAN, Emirates Airlines, VINCI, Colas, FWK, Hanwha E&C to name a few for projects located across the Middle East and

North African region. In addition to this my role is to contact and meet new potential companies and generate business in the form of product sales or support services to our clients.

Accomplishments

Responsible for a sales budget of 2m\$

Business Development Executive-Gulf

P&IP, Jeddah, KSA - May 2012 to May 2014

Role:

- Providing assistance to Business Development Manager in handling development activities for 3 countries namely KSA, UAE and Bahrain
- Formulating business plans for the department keeping in mind product and customer profiles for marketing purposes
- Managing all legal documents between international companies and YBAK such as NDA, LOR and JV & Agency agreements
- Conducting research to identify existing and future projects, their requirements, values and other crucial information in the Middle East
- Carrying out due diligence of new international companies using online research as well as dedicated websites such as Meed and Zawya
- Interacting with Dunn and Bradstreet and performing evaluation of selected companies

Accomplishments:

- Played a stellar role in identifying and communicating with 33 potential international companies such as:
 - o BlueStar, India
 - o Quartz Elec, UK
 - o Hanwha Solar, Korea
 - o Magnum Leo Pipeline, Germany
 - o IL&FS, India
 - o Smart4power, UAE
 - o TNB Remaco, Malaysia
- Successfully represented 11 of them in KSA via exclusive and non-exclusive representation
- Holds the distinction of assisting the Key Account Manager on an international assignment by designing, installing and managing a stall at the world's largest power & energy exhibition - POWERGEN, Vienna in 2013
- Identified, communicated and exclusively represented trading houses in UK, Germany and France for a 1b \$ sourcing project of GT/ST critical/non critical components and transmission & distribution components for power plants in KSA.
- Essayed a key role in standardizing all external marketing related material such as company presentations, product brochures and product profiles for operations in 3 countries namely KSA, UAE and Bahrain
- Successfully finalized exclusive representation of KANOO in:
 - o KSA for BlueStar India Limited (an Indian company offering customized automation solutions for material testing processes for various industries)
 - o Middle East with GAI Aenergy India (Solar Street lamps and LED Lighting Solutions Company)
- Efficiently confirmed Project specific representation:
 - o Hanwha Solar Ltd (world's 2nd largest solar manufacturer)
 - o MOU for KANOO with IL&FS India (IL&FS is an internationally known for infrastructure leasing and financial services)

o KANOO with Quartz Electrical, UK (Quartzelec is a leading UK independent electrical engineering group delivering design, manufacturing, installation, maintenance and service solutions to customers across a broad range of industrial and commercial sectors)

Dammam, KSA as Operations/Admin & Marketing

SwitzGroup-Saudi Masterbaker Ltd - September 2009 to April 2012

Executive

"Joined Saudi Masterbaker as an Assistant Administration Executive in September 2009 and quickly rose to handle more challenging responsibilities of Operations in KSA and Marketing Operations in 3 countries KSA, UAE and Bahrain".

Role:

- Administered activities like safety management, government documentation and procurement of required material
- Managed responsibilities such as manpower, stock management, rentals, POS management, man power housing and related activities
- Supervised over 300 sales staff and looked after activities like recruitment, training, and route wise allocation of employee across Kingdom of Saudi Arabia
- Handled cash for 300 routes in Kingdom of Saudi Arabia on a daily basis
- In charge of merchandising and POS equipment designing, budgeting, procuring and installation for 3 countries - Saudi Arabia, UAE and Bahrain
- Planned, designed and installed display and promotional material in outlets across the countries
- Budgeted, mapped and implemented advertising campaigns for products like Switz Sambosa, Bint Al Balad Sambosa, Nahool Filled Cup Cakes, Nahool Dawamma, Garameesh Rusk within Kingdom of Saudi Arabia
- Played a key role in assisting the General Manager Sales in new product development and existing product brand enhancement and awareness in the market.

Projects Handled:

Title: Ramadan Project

Head of Operations

Distribution Trays - 2011 to 2012

Duration: 2011 & 2012

Description: The project was developed to ensure optimization of reverse logistics through two-way durable and innovatively designed packing and in-store display material for perishable products by utilizing specially designed plastic trays in place of card board boxes for product.

Role: Head of Operations - Sales

Over all Accomplishments:

- Skilfully managed a fleet of 500 vehicles across Saudi Arabia comprising of advertising & allocations of the same
- Implemented various plans such as space optimization, placement of POS, FIFO, LIFO etc to increase per vehicle productivity in terms of sales
- Merit of establishing merchandising standards by imparting training and increasing knowledge of 300 salesman about POS which resulted into installation of:

- o 1500 Metal Stands across KSA which boosted sales upto 25% in existing outlets within the first quarter of installation.

- o Over 500,000 Corrugated Display Trays across KSA within 1 year

- o Over 2 million Posters and Stickers within 1 year

- Successfully conducted in-depth market research across 27 cities in Saudi Arabia for development of new products and innovative ideas for marketing

- Flawlessly managed 24 depots/warehouses across Saudi Arabia for 2 and half years.

- Successfully handled 3m SAR POS campaign for 2 years (2010 & 2011) and increased productivity by 200% while reducing material cost by 75%.

- Holds the distinction of coordinating with General Manager - Sales for management, allocating and planning of marketing budget of 15m SAR in 2010 & 16m SAR in 2011

- Credit of managing all operations and marketing aspects related to Ramadan project and contributed an increment of over 40% of the annual sales.

Marketing Head

Ramadan - 2010 to 2011

is the peak season in the Middle East and contributes to more than 40% of the yearly sales for our company. Therefore special advertising and promotional campaigns are carried out for enhanced display, availability, and brand awareness during 1 month of Ramadan. This campaign was managed by me for a period of 2 successful years.

Role: Marketing Head

- Handled cash of over 5-10 Million SAR per day for a duration of 1 week across 5 regions and 27 cities

- Created special route and allocated vehicle for the same including special insurances.

- Looked after branding and advertising of special selected vehicles across the country.

- Designed, procured and installed over 5000 corrugated display stands, 250 metal display boxes, 25,000 posters, 50,000 recipe books in a span of 1 month across 27 cities in KSA successfully.

India as Marketing & Development Executive

WoodDecor - Bangalore, Karnataka - January 2007 to September 2009

Bangalore, India

EDUCATION

Diploma in Project Planning & Management using MSP

CADD Centre - Bangalore, Karnataka

2009

Bachelor of Business Management in Marketing & Advertising

Bangalore University - Bangalore, Karnataka

2008

ADDITIONAL INFORMATION

Core Competencies

Business Development

- Identifying & pursuing business opportunities through market surveys and mapping requirement as per targeted

plans as well as through lead generation

- Initiating & developing relationships with key decision makers in target organizations for business development

Sales and Marketing

- Administering sales & marketing operations, increasing growth and driving sales initiatives in order to achieve business goals
- Conducting competitor analysis & competency mapping for keeping abreast of market trends and competitor's moves to achieve market share

Market Research

- Carrying out extensive research to analyze and assess market potential and tracking competitor's activities for providing valuable inputs for new product development
- Analyzing and interpreting data to identify patterns & solutions, including surveys and focus group transcripts

Key Account Management

- Initiating and developing relationships with key decision makers in target organizations for business development
- Identifying prospective clients from various sectors, generating business from the existing and thereby achieving business targets

IT Skills

- Proficient in MS Office (Word, Excel, PowerPoint) & Internet Applications