

# Lina Abousetta

Mob: 00971555252580  
Email: Linasetta@gmail.com

## AREAS OF EXPERTISE

### Business Development

- Identify target clients in the market and implementing marketing strategies after careful planning to achieve targeted business volumes
- Strategizing events / promotional activities to prospects to enhance the brand visibility & awareness
- Involved in analyzing competitors pricing strategies

### Key Account Management

- Develop relationships with key decision makers in target organizations for business development
- Identify prospective clients from various sectors such as government and corporate, generate business from the existing clients and thereby achieve business targets
- Evolve market segmentation & penetration strategies to achieve targets

### Brand Marketing

- Conducted comprehensive research into the market looking at existing product lines and pricing offered
- Ensure maximum brand visibility and capture optimum market share
- Design & manage corporate communication, brand image building & product awareness campaigns

## ORGANISATIONAL DETAILS

### Lead Ventures – Business development Director, Dubai

April 2021- Present

Reported directly to CEO who is Senior advisor to HH Sheikh Juma Bin Maktoum Al Maktoum.

- Conducts market research and identifies prospects to obtain leads and develop new business opportunities
- Full account management of His Highness Sheikh Juma Al Maktoum's strategic business partners.
- Plan business development strategy for partner, and implement by introducing His Highness partners to our network, government and public sector.
- Manage all aspects of the client relationship, represent the company with partners to complete the execution of deals
- Identify and engage with investors to close high-value deals
- Assist with negotiations on terms and conditions of the agreements
- Represent and participate in conferences/meetings/events whenever required
- Liaising and managing expectations with key stakeholders both internally and externally.

### First GCC Real estate and commercial brokerage – Business development Director , London UK, Dubai Sept2019- April 2021

First GCC Consultancy is an advisory firm, our focus is to assist UK based businesses to enter the GCC market through franchise or joint venture model. We provide full company formation services customized to specific businesses.

- Arrange and attend regular visits/meetings with clients to discuss their goals and Execute new business opportunities by coordinating requirements; developing and negotiating contracts and deadlines
- Sources new business opportunities through referral/ networking, prepare and complete of RFPs and RFI's.
- Present clients with all necessary information on service procedures and overall cost and expenses for final approval.
- Follow up on pending RFP's and negotiate with clients on best possible rates, and draft agreements.
- Account manage my clients, follow ups enquiries and progression reports.
- Conduct due diligence to determine the current market situation of my potential client, taking in consideration competition, providing consultancy on how to improve performance and profitability.
- Attending networking events to increase potential sales pipelines.

**Innovate Living – Commerical leasing Manager, Dubai  
Jan 2017**

**June 2014 –**

mixed-use property development -property management, asset management and negotiation, working with major Real Estate developers in the UAE.

- Source prospective locations, make recommendations regarding the most appropriate choice for client.
- Identify all current and future real estate requirements to ensure that the client's goals are achieved.
- Establish, enhance and maintain strong relationships with landlords and developers.
- Draft commision agreements, Memo of understanding, and lease agreement.

**Lee Hecht Harrison - Gulf, Business Development Manager, Dubai**

**Nov 2011 – Dec 2013**

LHH GULF has the largest global footprint in the industry with more than 300 locations in over 65 countries; over 3,000 colleagues and associates comprising the most experienced global network of Leadership, Talent Development and Job Market Consultants in the industry.

**Business Development Manager**

**Business Development**

- Developed relationships with existing and potential customers
- Negotiation of terms and conditions with clients
- Maintain and update the company database to provide a valuable source of data for marketing campaigns
- Review and develop marketing material for business development activities
- Utilized a range of research tools to build relationships and identify business development opportunities including monitoring on-line news sites, attending networking events, The company's Orbit data base, Newspapers, LinkedIn and business journals
- Establish processes to measure and monitor customer satisfaction for continuous improvement and to exceed expectations
- Service review meetings with clients after delivery
- Set up systems to review existing and target customers by industry

**Marketing and PR**

- Implement and support activities on the Marketing Plan to develop relationships and increase awareness of the company services with existing and potential customers.
- Compiled a newsletter (three issues a year) to promote the activities of the company's
- Work with our marketing consultant to review and adapt marketing material to meet market needs such as 'Fact sheets' and email templates

**Client / Office support**

- Prepare, proof-read and amend proposals being sent to customers.
- Respond to enquiries from the company's regional / global offices on business development related activities, follow up and reports
- In the absence of the Relationship Manager run the company office on a daily basis e.g. equipment, assisting candidates and consultants
- Assist with on-going projects as required

**SQ Global Power , London, Dubai**

**Oct 09 till Jun 11**

Sq Global Power is one of the UK's leading independent technology resource companies with group revenues in excess of £50m and growing. Sq Global Power are experts in the fields of engineering, and power transmission and distribution, some of our clients are: DEWA, GE, Areva, Emirates steel, Dubal, and ABB

**ME Assistant Sales Manager**

Duties Involved:

- Generating new businesses by meeting potential clients
- Increased the company's involvement with existing client and maintaining relationships with them
- Attended meetings with clients to review the services and to establish client's needs and requirements, in order to improve our services by responding to the feedback
- Responsible for the marketing of the recruitment services specifically to the power generation sector, by using the internet to promote SQ Global Power's services in UAE, subscribed to high rated job boards to advertise jobs requirements and to build up our CV database
- The ability to understand client requirements, their industry, the salary, working culture and the environment to obtain a comprehensive job description

- Effective advertising to attract candidates for specific positions in the newspaper, websites, and magazines
- Headhunted – identifying and approaching suitable candidates
- Candidate search, to attract the right candidate for the employer’s vacancy
- Receiving and reviewing applications, conducting interviews, as well as shortlisting candidates
- Briefing candidates about the responsibilities of the position, salary, and benefits of the vacancy
- Organized interviews for candidates with clients, followed-up with client and candidate and provided feedback accordingly
- Negotiated pay and salary rate between clients and candidates, as well as offering advice about pay rates, training and career progression
- Administrative tasks such as ensuring records were kept in line with legislative requirements, and updating candidate and client databases.

#### **ACADEMIA**

- Bachelor B.Sc. in Molecular Biology from Queenmary and Westfield University in London, UK 2005

#### **PERSONAL DETAILS**

Date of Birth : June 10<sup>th</sup> 1982  
Nationality : British  
Driving License : Holding a full UK driving license  
Languages : English, Arabic Fluently.

**References available upon request**