

# Anas Ramli

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## Market Analysis | Client Communications | Team Leadership & Collaboration Driving Operational Efficiency and Customer Engagement to Increase Business Value

Passionate, self-directed, and decisive **Senior Business Development Manager** with 14+ years of combined expertise in *Customer Service, Sales, Training, Revenue Generation, and Business Retention* for clients in the of Real Estate, Advertising, and FMCG industries. A creative problem solver and adept at streamlining business outreach and strategic marketing initiatives while coaching and developing employees to maximize performance and potential.

Demonstrating a proven track record of partnering with internal and external stakeholders, B2B Units, Business Partners, 3<sup>rd</sup> Party Vendors, and cross functional global teams (Sales, National Accounts, Finance). A motivated team player who is collaborative and an out of the box thinker. Possessing strong analytical skills and the ability dive deep into data analysis and create proven strategies from data insights to deliver results that transform the business. Multilingual: fluent in English, Italian, and Arabic.

- Strategic Planning & Delivery
- Property Transfer & Ownership
- Financial Forecasting
- Contract Negotiation
- Project Management
- Investor Influence
- Employee Relations
- Risk Mitigation
- Prospecting
- Continuous Improvements
- SOP Execution
- ROI's and KPI's

**Technical Skills:** MS Office (Word, Excel, PowerPoint, Outlook).

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## CAREER PROGRESSION

### NOTE: 2017 – 2019

Pursued studies related to a Master of Business Administration Degree (see details in “Education” section below). The program provided strategies for Financial and Social Techniques at a senior level. It also provided a comprehensive understanding of a variety of management theories with real-life business applications that aid in the development of skills related to Leadership, Communication, Strategic Thinking and Analysis, Marketing, Operations Oversight, and People Management.

Modern Beauty Supplies • Calgary, AB • July 2021 – Current

### **REGIONAL SALES MANAGER** (Western Canada)

*Supervised a Sales team of 18 and was responsible for their orientation, training, and overall sales performance in Manitoba, Saskatchewan and Alberta*

- Reported to the COO and CFO, created annual business plans for every territory in 5 different major cities and tens of towns in (Calgary, Edmonton, Saskatoon, Regina and Winnipeg).
- Actively developed a pipeline of potential new business targets and achieved a closing annual growth target increase of 2 digits in my first year with Modern
- Developed strong relationships with Manufactures, competitors, sales, education and marketing teams along with internal and external suppliers.
- Worked closely with the top management on the macro vision and plan of the company and I executed it by planing a milestone achievements strategy where i work with the team on multiple small goals to get to the ultimate one successfully.

- Measured performance and provided financial data to provide accurate analysis on a weekly basis.

Switch Properties • Dubai, UAE • Sep 2013 – Dec 2018

**SENIOR BUSINESS DEVELOPMENT MANAGER**

*Directed all Sales and Marketing activities for a leading Real Estate property consultancy firm specializing in Real Estate Brokerage, Sales, and Leasing Services for residential and commercial clients. Managed a high functioning team of 27 and exceeded sales targets by 30%.*

- Managed a Sales team of 15 and oversaw portfolios for 57 different clients.
- Negotiated leases, acquisitions, and dispositions and served as the primary point of contact for any client issues.
- Collaborated with cross-functional teams (Sales, Administration, Accounts) to drive, coordinate, and facilitate daily activities to ensure sales goals, ROI's, and client expectations were met in a timely and cost-effective manner.
- Responsible for hiring, training, and mentoring new members of the Sales team.
- Drastically improved the sales funnel from awareness to conversion and established relationships with existing and potential clients at all levels of the hierarchy to generate potential business opportunities.
- Managed overall employee performance, established clear goals (performance KPI's), objectives, and championed promotions within the team that enhanced productivity and morale.
- Developed an inhouse online property management tool that produced real time updates on client properties and developed a sales model (My Unit) that allowed each investor to remotely monitor and control company investments.

Amana Contracting and Steel Buildings • Dubai, UAE • Jan 2011 – Sep 2013

**BUSINESS DEVELOPMENT MANAGER**

*Collaborated with and oversaw sales activities for a team comprising of 5 Estimators, 3 Designers, and a Business Development Assistant for a leading industrial and commercial design-build construction company.*

- Prepared in-house studies designed to assess penetrable market conditions and favorable investment opportunities while maintaining access to the company's pool of 2000+ employees.
- Negotiated and closed a deal for the first modular constructed hospital (housing 50 beds) in the UAE valued at approx. \$35M.
- Spearheaded business development plans and implemented strategies to successfully penetrate markets in Iraq, South of Sudan, and Libya.
- Led the opening of a new branch in Libya with consideration to local legislative procedures necessary during a challenging period of the post-revolution with a startup operation capital of \$1.3M.

L'Oréal • Dubai, UAE • Jan 2010 – Jan 2011

**BUSINESS DEVELOPMENT MANAGER**

*Supervised a Sales team of 80 and was responsible for their orientation, training, and overall performance for the world's largest cosmetics company.*

- Reported to the General Manager and created annual business plans for L'Oréal distributors in 5 different countries (UAE, Kuwait, Qatar, Bahrain, Oman).
- Actively developed a pipeline of potential new business targets and achieved a closing annual target of \$19M in the first year of being with the company.
- Developed strong relationships with distributor teams along with internal and external vendors.

- Prepared and led the negotiations, led full sell-in and sell-out plans and tracked the progress, and collaborated closely with the Accounts and Marketing teams to ensure the proper execution of the plans.
- Measured performance and provided financial data to provide accurate analysis on a weekly basis.

#### **ADDITIONAL EMPLOYMENT**

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**BUSINESS DEVELOPMENT MANAGER** • Hydra Properties • Dubai, UAE • Jan 2007–Jan 2009

**ADVERTISING SALES OFFICER** • Jumeriah Outdoor Advertising • Dubai, UAE • Jan 2005–Jan 2007

#### **EDUCATION**

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**Master of Business Administration** • University of Bradford • Bradford, U.K. (2017–2019)

**Bachelor of Engineering and Science** • University of Tripoli • Tripoli, Libya (2000–2005)