



# Syed Moazam

*Sales, Business Development, Marketing - Exhibitions/Events*

## Skills

Sales Team Supervision



Territory Management



New Account Development



Relationship Building



Complex Negotiations



Presentations & Proposals



Closing Strategies



Sales Training



Lead Qualification



## Education

**Diploma in Events Management and Innovative Marketing City & Guilds, Dubai, 2013 - 2014**

Sponsorship, Logistics Planning, Project Management, Event Management, Production

**Higher Secondary School, Westminster School 1997 - 2004**

Description of the achievement

## Attended Training's

- The Art of Selling Workshop
- Basics of Team Management and Self Organisation

## Profile

A Senior Sales Executive Professional, Diploma in Event Management & Innovative Marketing qualified with over 10 years' experience at Senior Management level. Having established relations in Chemical, Food & Beverage, Health Care industries, Marine, Metal and Metal Fabrication and Oil & Gas in UAE.

A creative and innovative leader acquiring first class business planning and organizational skills. Understanding International businesses, combined with cultural sensitivity has underpinned successes within domestic and overseas environments.

Attaining a successful track record in: delivering significant improvements to the sales, diversification of business, and development of potentially viable market segments, brand awareness, market analysis, development and implementation of marketing strategies for growth of market share.

## Experience

### ◆ Dubai World Trade Centre - (DXB Live)

**Senior Sales Executive, Dubai | May 2017 - Present**

- Source, approach and handle up-coming projects, evaluate project requirements.
- Formalize, present and offer profitable solutions, ensure efficient closure of deals, supervise sale staff.
- Search and offer line of products to potential new corporate customers.
- Understand customer production processes and offer solutions to enhance quality, productivity or cost benefits.
- Develop sales team & dealer networks, channelize the sales and distribution and provided support.
- Organize product demonstrations and presentations to the customer.
- Received requests, inquiries, filled out tenders, consult dealers/customers for requirement solutions, price offers, process sale orders and returns and coordinate with other departments through to the completion.
- Participation in related trade exhibitions, conferences, and industry wide meetings.
- Budgeting the yearly sales and formalizing management reports.

### ◆ Expo Consultancy Bureau, Dubai

**Sales & Operations Manager | Jan 2016 - Jan 2017**

Sponsorship, Project Management

### ◆ Marcoms Exhibitions & Events, Dubai

**Sales & Operations Supervisor | May 2011 - Dec 2015**

- Responsible for revenue generation and also encourage reiteration business
- Working closely with exhibition organizers, stand designers and contractors.
- Developing, implementing and managing events.
- Organizing trade fairs, conferences and product launches.
- Managing all group rooms and banqueting processes and procedures.
- Liaising with clients at a high level.
- Making sure that insurance obligations are adhered to.
- Overseeing procurement of catering, audiovisual, security & rental needs.
- Managing relationships with sponsors.
- Preparing delegate packs and promotional material.
- Maintaining a calendar of events for effective long term planning & management.
- Supervising & coordinate the activities of personnel, subcontractors & vendors.
- In charge of accommodation, schedules, travel, day plans and registration procedures.

## ◆ **Top Gear Promotions, Events & Exhibitions**

**Sales Associate, Dubai | April 2009 - till April 2011**

- ◆ Generated and executed sales from local along with sales generated from the exports of the company for the EMEA region.
- ◆ Formulate marketing strategies, plan programs and sales promotion activities by carrying out market surveys to develop new business markets, obtained new and potentially viable products.
- ◆ Diversified company's activities to an additional profitable line of products and introduced new market segments.
- ◆ Formulated country specific dealer networks, brought dealers to sign up long term agreements, provided support by following-up on the sales leads by channelizing these leads to the concerned dealers combined with price negotiations and product demonstrations, presentations to the customer to ensure completion of targeted deals.
- ◆ Received requests, inquiries, filled out tenders, consult dealers/customers, price offers, process sale orders, and returns and coordinate with other departments through to the completion.
- ◆ Designed and carried out promotional campaigns, participated in related trade exhibitions, conferences, and symposium.

## **Achievements**

### **Achievement**

- ◆ Identified, approached and successfully delivered 5 projects generating AED 2.5 Million per annum with 40 % profitability and agreement signed for a 5 year rebuild.
- ◆ Successfully implemented price increase campaigns generating an addition of 20% revenue for the company consecutively for 2 years.
- ◆ Closed deals with bulk volume customers in a newly developed industrial segment bringing a sum of Approx. 8 Million AED per annum.
- ◆ Designed and implemented Sales Forecast and potential client program, managed lead tracking of sales inquiries that led to an increase of 18% business accounts
- ◆ Lead the company into new market segment with relatively in-significant threat from competition leading to a generation of AED 1.5 Million additional turnover.
- ◆ Made possible owing to diversification to a highly profitable set of products by utilizing the existing facilities which produced low value lesser turn over products into producing value added high profit product, thereby increasing the profitability ratio significantly.
- ◆ Built long term marketing partnership with distributors within GCC & Africa. In line generated a revenue of AED 1.5 Million.
- ◆ Established new business accounts with senior executives and managers, engineers in Health Ministries, PW&HD, Municipalities, Government and Private Hospitals, Clinics, Medical Centers, Airlines, Automobile dealers, Hotels, Gas & Equipment suppliers, Oilfield equipment suppliers as well as small to medium business organisations dealing in medical equipment's thereby increasing the market share to a significant 38 % (approx.) within UAE.
- ◆ Designed and implemented product promotional campaigns, reinforcing brand strategy and brand equity through advertising, sales promotion, public relations, direct marketing, electronic and print media bringing in a record 30% boost annual sale with continuing trend of similar increase in annual sale over subsequent 3 years.

## **Contact**

🏠 Dubai, United Arab Emirates

☎ + 971 50 354 9993

✉ moazamsyed86@gmail.com

in [linkedin.com/in/syed-moazam-66963567](https://www.linkedin.com/in/syed-moazam-66963567)