

Rana Siraj

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BUSINESS DEVELOPMENT MANAGEMENT

Dynamic, Self Motivated business development management professional with an MHM and 13 years of experience driving rapid business growth, competitive market share expansion, and enhancing customer loyalty.

Adept at identifying and cultivating business opportunities to propel the organization to the top-tier of its industry. Motivational management style with a history of building high-performance teams. Looking for challenge, growth and being a part of the Success Story

AREAS OF COMPETENCE

- ▶ *Business Acumen*
- ▶ *Executive Negotiation*
- ▶ *Competitive Market Growth*
- ▶ *Sales Training & Team Leadership*
- ▶ *Management By Objectives*
- ▶ *Sales Channels Development*
- ▶ *Target Achieving*
- ▶ *Marketing Activities planning*

PERSONAL INFORMATION

- Name: Rana Siraj
- Language: English
- Age: 36

PROFESSIONAL PROFILE

▶ **Business Development Manager/Sales/Marketing** 04/2014 - Present

DNB Construction LLC, Dubai, UAE

Dominant market player

Assumes full responsibility for business development and sales target achievement, strategic planning and development, sales channel development, budget, forecast, sales, team building, ongoing training and KPIs, marketing plan, company recognition, operational and contractual aspects, and collections.

Responsibilities & Experience:

- **Create business development strategies** in consultation with the Managing Director and implement through tactical plans to meet agreed targets (tenders and project value).
- **Meet assigned revenue targets** by generating business from new and existing clients.
- **Support developing, and pricing proposals**, and oversee the submission of the quotations.

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- **Development** of the new business lines and markets and present business case/plan to senior management for approval and implementation.
- **Effective lead generation** of credentials, pitch, maintain and build active pipelines.
- **Direct and monitor** marketing activities, mapping competitors, and clients.

Selected Achievements:

- **Successfully Developed** a strategy that resulted in reversing negative business growth, and boosting sales turnover within less than 2 years while maintaining one of the highest profits.
- **Achieved sales target** for 3 consecutive years, despite market circumstances.
- **Successfully achieved company recognition** strategies to shift from market segmentation to brand recognition state of mind. Increased service range in 2 years.
- **Achieved an average revenue growth** of 70% and profit margin of 31.4% along 3 years.
- **Recruited, trained & coached** 20 office staff on Knack of selling, consultative selling, service knowledge, developing proposals and presentations, and closing best techniques.
- **Expanded customer base** while maintaining excellent client rapport, despite intense market competition.
- **Constantly achieved one of the highest profitability** in a highly competitive market adopting managing accounts for profit, and focusing on service sensitive customers.
- **Reduced and maintained overhead expenses**
- **Identified and capitalized emerging business ventures** by using social media platforms
- **Acquired & maintained new clients** spanning different industries
- **Achieved 95% employee retention**, by creating a driven, engaged workforce environment.
- **Increased company value** by transforming competitors to loyal co contractors.
- **Conducted Sales & Marketing strategies** that converted competitors to business partners.
- **Coordinated ongoing training sessions to educate clients** on service features and operations.
- **Saved the company** of contract penalties.
- **Effectively converted loss-making** contracts to profitable.
- **Acted as trusted Subject Matter Expert (SME)** to the company leaders, conveying key competitive analysis and market data to inform strategic planning and marketing.

► Education Marketing Manager

06 / 2013 - 04 / 2014

Samashti International School, Hyderabad, India.

Full responsibility for admissions, planning, budget, forecast, expenses, KPI's performance, operational and contractual aspects and collections.

Selected Achievements:

- **Successfully ran marketing campaigns and planned events** to achieve the enrollment goals.
- **Generated marketing and promotional** strategies to increase the admissions.
- **Achieved admissions targets** for the academic year.

► Healthcare Manager (Business Development)

05 / 2010 - 04 / 2013

Pacific Medical Centre, Hyderabad, India.

Full responsibility of information management, internal communications, and community relations. As an in-charged liaison between boards of trustees, medical staff, departments, and business staff, administrators I was responsible for developing and maintaining open lines of communication that enable the system to function swiftly and efficiently.

Selected Achievements:

- **Planned and directed** the functions and setting the performance targets.
- **Organized and designed** all the healthcare facilities to ease the operations of the centre and designated reporting relationships and intentional patterns of interactions.
- **Developed and maintained** the workforce through various strategies.
- **Initiated actions** by applying effective leadership qualities, and motivating and communicating with subordinates

► Commercial Manager (Business Development/Sales/Marketing)

07 / 2006 - 04 / 2010

Titus Construction LLC, Dubai, UAE.

Assumed full responsibility for business development and sales target achievement, strategic planning and development, sales channel development, budget, forecast, sales, team building, ongoing training and KPIs, marketing plan, brand recognition, operational and contractual aspects, and collections.

Selected Achievements:

- **Planned and collaborated** the operations of the local market to achieve targets.
- **Solicited and validated tenders and bids** working along with the team of quantity surveyors and contracts department.
- **Developed and maintained** the workforce through various strategies.
- **Coordinated** the construction activities of all the projects executed by the company.
- **Built relationships** with the clients to establish new contracts and developed strong relationships with all the departments within the company to ensure smooth operations and target achievements.

———— EDUCATION & PROFESSIONAL DEVELOPMENT ————

MHM, Hospital Management [2006], Apollo Institute Of Hospital Management, Hyd, India

Bachelor (Hons), Computer Applications[2003], Osmania University, Hyd, India

TRAINING

- Strategic Marketing
- Customer Loyalty
- Key Account Management
- Consultative Selling Skills