

# ADIL MOHAMMAD SALEEM

## BUSINESS DEVELOPMENT MANAGER

Muscat, Sultanate of Oman

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### PROFESSIONAL SUMMARY

Results-driven Business Development Manager with 15+ years of experience in driving profitable business growth and managing key accounts. Skilled in creating and executing successful sales processes across multiple industries, including Electronics, F&B, Beauty, and Automotive. Proven track record of exceeding customer service expectations and optimizing brand impact. Excellent interpersonal, communication, and negotiation skills. Adept at building and maintaining strong internal and external relationships. Highly motivated to lead, motivate, and train successful teams in challenging environments.

### PROFESSIONAL EXPERIENCE

#### Business Development Manager

Fasterz Trade International Est. LLC. (Franchisee of Subway Oman),  
Muscat, Oman (Dec 2022 - Current)

- Develop and implement Sales strategies aligned with organizational goals.
- Identify, evaluate business opportunities, and create feasibility reports.
- Generating Sales and revenue from Insurance and restaurant businesses of the company.
- Established key performance indicators (KPIs) and metrics for measuring performance of sales staff and managers.
- Build strong relationships with clients and managing key accounts
- Expanding the current client portfolio and increasing overall awareness of the companies.
- Identify and implement technology solutions for CRM and Sales efficiency.
- Reporting and Analysis of Sales, revenue, expenses and overall business P&L
- Budgeting for the sales department and ensuring profitability and sales targets are met.

### ACADEMIC QUALIFICATION

**O' Levels** GCE from  
Dubai Scholars PVT School,  
Dubai  
(Year 2001)

**Incomplete Bachelors in  
Business Administration** from  
American College of Dubai  
(Year 2001 - 2003)

### KEY SKILLS

- Strategy Development
- Team Management
- Budgeting
- Client Management
- Data Analysis
- Bilingual English & Arabic
- Financial Forecasting
- Customer Success
- Networking
- Software Implementation
- Sales Performance Tracking
- Forecasting
- CRM - Sales Force
- Sales Forecasting and Analysis
- Communication

## Customer Success Manager

Keep Truckin Islamabad, Pakistan (Aug 2020 - Nov 2022)

- Ensure Corporate accounts and driver operators were given demos and provided onboarding instructions.
- Ensure high renewals and manage cancellation requests using all permissible tools..
- Develop close relationships with trucking companies for load hauling and logistics management.
- Use of Sales force to record and manage customers.
- Successfully achieved and exceeded KPI's
- Managed the CS and Sales teams setting their KPI's targets and evaluating performance.
- Developing Client portfolios and business growth by onboarding logistics providers and customers.

## PERSONAL DATA

**Date of Birth** 13<sup>th</sup> October 1983

**Place of birth** Al Ain – U.A.E

**Languages** English, Arabic and Urdu

**Nationality** Pakistani

**Marital Status** Married

## Sales Manager

GKhair Van Tibolli Beauty Corporation, Florida, USA (Nov 2015 - Mar 2020)

- Managed key distributors in the Middle East, Africa & Asia.
- Expanded company Haircare brands into new markets by generating leads, introducing the brand to local distributors, conducting sampling and training, negotiating prices and contracts.
- Developed sales plans and strategies to achieve targets.
- Conducted international travel for client meetings and training events.
- Oversaw sales department growth and training initiatives.
- Prepared sales reports and coordinated with cross-functional departments.
- Planned events and identified training requirements for distributors where necessary.

## Corporate Account Manager

Sun Reinsurance Brokers L.L.C., Dubai, UAE (Mar 2010 - Jun 2013)

- Identified and pursued new business opportunities.
- Provided complete customer service solutions to motor dealerships and individual clients.
- Managed large business portfolios, including high-profile clients.
- Collaborated with sales and service departments to develop insurance and warranty products.
- Regularly achieved individual and team sales targets.
- Managed payments from clients and service providers.
- Designed and offered unique insurance products tailored to client requirements.

## **Sales Executive**

Gulf Warranties, Dubai, UAE (Jan 2008 - Nov 2009)

- Managed corporate accounts of prestigious automotive brands.
- Developed and executed sales plans for warranty products.
- Maintained strong client relationships and solicited feedback.
- Prepared status reports and conducted market research surveys.
- Coordinated with potential and contract clients.
- Supervised insurance preparation and delivery of sales materials.

## **Customer Services Executive**

Gulf Warranties, Dubai, UAE (Jan 2005 - Dec 2007)

- Contributed to the establishment of a call center for a prestigious automotive dealership.
- Liaised with the IT department to develop and implement CRM software.
- Handled customer queries and provided assistance in Arabic and English.
- Assisted in the development and introduction of new products.
- Hired and trained customer service representatives.
- Managed and resolved customer problems effectively.

## **Personal Achievements**

- Certificate of excellence issued by the Pakistan government. For Organizing and promoting a city wide Shopping festival in the city of Rawalpindi in collaboration with Rawalpindi Chamber of Commerce.
- Organized and ran a marketing campaign for a Real Estate developer of a large scale project located in Gwadar, Pakistan.
- Introduced GKhair brand in the African market achieving Half a Million Euros in sales in the first year.
- Introduction of POS machines and software in local mobile markets. Providing trouble shooting and training.
- Active member of the local football team with several awards and achievements.