

# UMESH M NAIR

## MARKETING & OPERATIONS

### CONTACT

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- Karama, Dubai

### EDUCATION

**Master of Business Administration**  
**Institute of Management Technology ,**  
**Dubai**  
2013 - 2015

**Bachelor of Business Administration**  
**Vellore Institute of Technology,**  
**Vellore**  
2009 - 2012

### ICSE & ISC

**St. Thomas Residential School,**  
**Trivandrum**  
2007 - 2009

### LICENSE

- UAE DRIVING LICENSE
- KSA DRIVING LICENSE

### PROFILE SUMMARY

Experienced marketing and operations professional with over 8 years of expertise in business development, sales, customer relationship management, account management, and marketing strategies. Proven track record in driving growth and achieving results across diverse industries such as technology, insurance, hospitality, and fmcg. Skilled in mentoring, coaching, and team building to foster high-performing teams. Adept at developing and executing marketing campaigns, managing client relationships, and optimizing operational processes to enhance overall business performance.

### WORK EXPERIENCE

**BUSINESS DEVELOPMENT OFFICER** **AUG 2023 - PRESENT**

#### DAMAN - NATIONAL HEALTH INSURANCE COMPANY | DUBAI

- Conduct comprehensive market research to identify potential B2B clients, analyze industry trends, and assess the competitive landscape.
- Identify and target potential B2B clients through various channels, including industry associations, networking, and online platforms.
- Build and nurture strong, long-term relationships with existing and prospective B2B clients, understanding their needs to provide tailored insurance solutions.
- Prepare customized insurance proposals and presentations showcasing the benefits and value of our offerings.
- Liaise with underwriters and support teams to ensure proposed insurance solutions align with client requirements and company guidelines.
- Drive revenue growth and expand client base within the B2B sector through strategic business development initiatives.

**DEPUTY SALES TEAM LEADER** **2019 - 2023**

#### ALLIANZ | TRIVANDRUM

- Strategically plan and allocate work assignments, providing support and acting as a point of referral or escalation when necessary.
- Execute ADHOC duties and develop training/coaching plans for the team as required to enhance performance and skills.
- Efficiently manage and supervise team activities to ensure smooth operations and optimize productivity.
- Engage in consultative interactions with customers to understand their needs and provide product recommendations based on their requirements.
- Prioritize and address all customer requests promptly and effectively, ensuring overall satisfaction and maintaining positive customer relationships.
- Serve as a technical reference point for all process-related queries, offering expertise and guidance to resolve issues.
- Document and communicate all process-related changes to ensure transparency and alignment among team members.
- Consistently achieve agreed-upon process targets and objectives, maintaining high levels of efficiency and quality.
- Generate detailed reports, analyse data, and interpret key metrics such as adherence, statistics, and meeting parameters to drive operational improvements.

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📍 Karama, Dubai

### SKILLS

- Marketing Strategy
- Market Research
- Brand Management
- Operations Management
- Training and Mentoring
- Customer Relationship Management
- Problem-Solving
- Collaboration and Teamwork

### INTERNSHIPS

**Koretek IT Solutions, Dubai**  
(Oct 2014 - Nov 2014)  
Project based study on IT Security Services Company

**Emax (Landmark Group), Dubai**  
(April 2014 - May 2014)  
Digital Marketing Trainee

**Apollo Tyres , Kerala**  
June 2011  
Project based study on Tyre Industry

### WORK EXPERIENCE

DEMAND MANAGER 2018 - 2019

#### OYO | TRIVANDRUM

- Promoting and driving off-line sales of OYO products and services to corporate clients and organizations.
- Managing the end-to-end sales process, from qualifying clients to closing deals and both retaining existing accounts and acquiring new ones within a specific region.
- Conduct market research to explore demand opportunities, gather competitor data, and employ data mining for lead generation.
- Strategically planning and executing market-site visits within the assigned region to enhance brand presence and drive sales.
- Adapting the product portfolio to meet the unique requirements of clients and delivering tailored pitches accordingly.
- Regularly provide concise feedback on market dynamics, competition, pricing, and other key factors affecting offline sales.

BUSINESS DEVELOPMENT MANAGER 2016 - 2018

#### ABDULILAH MOHAMMED AL SHAREEDAH | RIYADH

- Developing and executing marketing strategies to increase business volume by improving brand visibility.
- Developed pricing and promotional strategies, introduced growth processes, and utilized marketing skills to enhance brand reputation and attract clients.
- Successfully acquired prestigious hotel industry clients such as Mövenpick and Narcissus, while maintaining strong relationships.
- Effectively led a team of 14 sales executives, successfully generating business leads and achieving strong sales figures.
- Achieved sales targets and supported business goals through customized promotional strategies and products.

ANALYST 2015 - 2016

#### ERNST & YOUNG | BANGALORE

- Develop and maintain client-facing web portals such as EY Global One and EY Client Portal User.
- Administer user accounts and permissions on Active Directory and ADAM.
- Take proactive measures to resolve global/regional outages on portals or back-end systems by utilizing various testing mechanisms and collaborating with cross-functional teams.
- Ensure adherence to Service Level Agreements (SLAs) for all functional activities as per the agreed model set by leadership.
- Efficiently identify, analyze, and address client issues while collaborating closely with team members to consistently meet client service requirements.