

RESUME.AE

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EXECUTIVE VICE PRESIDENT – PROPERTY & ASSET MANAGEMENT

EXCELLENT PROPERTY & ASSET MANAGEMENT TO EXCEED ANNUAL TARGETS

PhD ~ Sales & Marketing ~ Operations ~ Business Development

Pragmatic, results-driven, strategic executive vice president with proven expertise in executing initiatives, improving the efficiency of asset management, developing business relationships, designing budgets and enhancing performance to exceed planned targets. Specialty in identifying strengths and limitations and implementing improvement-oriented property and asset management standards, business and company policies. Demonstrated ability of team management: plan, improve, execute and review multiple projects with quality and cost control. Successfully directed various business developments, marketing strategies, advertising campaign, meetings, promotional activities and development projects. Solid experience of building a strong Sales and Research team.

Project Management

- Executed projects that complied with the company internal policies, UAE laws, and commercial regulations
- Instilled vision to reach company goals and maintained quality and cost control of company projects
- Solution provider to various financial, sales and non-financial objectives to achieve company goals

Budgeting and Forecasting

- Managed financial administration for partners and worked closely to attain profits
- Led expansion of carriers partners resulting in increased revenue growth
- Responsible for maximizing revenues for different property and asset management projects
- Proficient in analyzing and developing budget forecasts for various project initiatives, execution, and improvements
- Well versed in Word processing, simple accounting, database management, spreadsheets, email and the internet

Interpersonal and Leadership Skills

- Maintained collaborative relationships with technology divisions, customers, stakeholders, vendors and managers of the organization
- Kept the staff motivated, utilized the resources across multiple projects enabling higher productivity
- Expertise in assessing critical areas, identifying issues and providing instant resolutions

PROFESSIONAL HISTORY

Executive Vice President – Property and Asset Management, Deyaar Development PJSC, Apr 2001 – Present

Property Management

- Controlling financial performance of the property management division.
- Initiating best practices and caliber of excellence for property management division; develop standard operating procedures and policies in compliance with best practices and caliber of excellence.
- Organizing and implementing metrics and benchmarks as well as proactive property related initiatives and approach that assist promote the optimum performance of portfolio.
- Providing advice and directions to the property managers in developing and achieving the annual operating budget.
- Coordinating with stakeholders to strategically plan for growth, initiatives, and new business opportunities and strengthen business practices.

- Assessing and analyzing monthly financial statements with the regional managers to amplify knowledge assign accountable, design efficiencies and set up plans to meet or exceed budget goals.
- Develop and devise annual property management audit program; set up quarterly portfolio review of market competition analysis.

Asset Management

- Liaising with asset managers in setting operating budgets for new development projects and potential acquisitions.
- Spearheading development and release of innovative marketing campaigns that maximize portfolio and the asset performance.
- Liaising with senior leaders to sketch, progress and implement company-wide asset management and other facilities strategies.
- Coordinating and accomplishing multiple high-value property build-outs and reform to enhance marketability and position of assets.
- Maintaining continued verbal and written communication with owners, tenants, and vendors pertaining to issues related to managed assets and properties, including utility companies.
- Conducting periodic property inspections for preserving capital for owners, sustain safe living conditions for tenants, verifying completions of required maintenance schedules for any asset.
- Promoting growth and goodwill of the company through often personal contacts with owners, tenants, vendors and other individuals and organizations, through attendance at brokerage staff meetings, community meetings and trade associations.

Sales and Marketing Manager – Property Investment, Dubai Investments PJSC, Dec 2007 – Mar 2011

- Offered advice on potential financial solutions based on identified needs; analyzed customer's financial requirements and assisted with best bank offerings.
- Evaluated and reviewed potential business to ensure maximum profitability; converted leads into successful new sales products.
- Liaised with finance, operations and functional specialists to deliver timely and effective customer solutions; Operated within risk and compliance requirements framework.
- Designed, composed, developed and implemented strategic sales and marketing plans and activities by identifying the property trends and new marketing opportunities.
- Developed, managed, controlled, inspired and led the marketing and sales team to implement the strategies effectively; liaised with government divisions, bankers and lawyers.
- Command in sales related, legal and property management documents; analyze, review and report all marketing activities and results.
- Controlled overall marketing and sales activities such as analysis of sales, marketing trends, marketing presentations, advertising and promotional events.
- Designed and devise pricing strategy; liaised with media and advertising; sent press released for workshops, meetings, completions and other related activities.

Operations & Business Development Manager, King of Palm Development, Dubai – London, Sep 2004 – Oct 2007

- Responsible for buying and selling of plots as well as managing brokerage and consultancy.
- Handled properties, including preparing lease documents; resolved maintenance and facilities issues.
- Conducted property inspections and managed property database; generated new business through valuation of potential properties.

Senior Sales Executive, Nakheel PJSC, Jan 2001 – Aug 2004

- Developed and executed sales strategies; maintained and strengthened large portfolio of clients.
- Provided coaching, mentoring, and motivated sales team; managed sales budgets and sales targets.
- Maintained healthy relationship across targeted accounts; reviewed pricing and service levels; identified new sales and marketing opportunities.

Managing Director, Al Kandi General Contracting, 1992 – 1995

- Handled project management and development.

- Responsible for investment, sales, and brokerage in real estate.

General Manager, Al Qannas General Contracting and Decoration, 1989 – 2001

- Handled decoration and facilities management.
- Developed business by finding new market opportunities.

INTERNATIONS TRADE SHOWS

- Cityscape Dubai, Abu Dhabi, Singapore, Shanghai & India - 2007 – 2012
- Moscow International Property Show, Moscow – 2008, 2009, 2010
- International Property Show – Dubai 2007 – 2008
- New Bery – London – 2007
- Arabian Properties Exhibition & Conference Syria – 2007
- India GRI, New Delhi – 2003, 2007
- Home Owner – Dubai – 2008
- Estatex – Dammam, KSA 2008
- Property Investor Homebuyer show – London – 2008

EDUCATION

PhD of Science in property & Investment Management 2013 – Lahaye Global University – Holland

Master of Science in Property Investment & Management 2010 – Lahaye Global University – Holland

Bachelor of Science in Property & Investment Management 2008 – Lahaye Global University – Holland

PERSONAL VITAE

Language Known: Arabic & English

Computer Skills: Microsoft Office Suite (Word, Excel, PowerPoint and Outlook)

Other Skills: Dubai Government Property Management software (Ejari)

Abu Dhabi Property Management software (Tawtheeq)

Amlaki Property Management Software