



# Ahmad Ali

Head of Business Development | GCC Markets | Holiday Homes | Interior Décor | Investment Advisor – Properties

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## PROFESSIONAL SUMMARY

Visionary Head of Business Development with 11+ years of high-impact experience driving exceptional revenue growth, premium client acquisition and strategic market expansion across UAE, Saudi Arabia, Qatar, Oman, Jordan and Bahrain. Consistent top performer with a track record of surpassing revenue targets by 20–45%, scaling property portfolios from ground up, and building elite partnership networks across the GCC hospitality, real estate, interior décor, and tourism sectors. Expert in B2B and B2C pipeline development, C-suite relationship management, and go-to-market strategy execution. Trilingual (English · Arabic · Urdu/Hindi) professional with deep cultural fluency across Gulf markets and a proven ability to convert relationships into long-term, high-value revenue streams.

## CORE COMPETENCIES

- Business Development (B2B & B2C)
- Revenue Growth & P&L Management
- Client Acquisition & Retention
- Lead Generation & Pipeline Management
- Strategic Partnerships & Alliances
- Go-To-Market (GTM) Strategy
- Key Account Management (KAM)
- GCC & MENA Market Expansion
- Sales Forecasting & Budgeting
- Interior Décor & Fit-Out Business Dev.
- Real Estate Sales, Leasing & Investment
- Holiday Homes & STR Operations
- CRM: Salesforce · HubSpot · Zoho CRM
- Contract Negotiation & Deal Closing
- Investment Advisory — Properties
- Market Research & Competitor Analysis
- Stakeholder & C-Suite Engagement
- KPI Reporting & Performance Mgmt.

## PROFESSIONAL EXPERIENCE

### Head of Business Development

Jan 2025 – Present

**Majestay Group** Dubai, UAE | *Holiday Homes · Travelling Tourism · Property Management · Real Estate*

- Spearheading **full-cycle B2B and B2C business development** for a fast-growing luxury hospitality and real estate group, targeting HNW investors, corporate clients and GCC-wide institutional partners.
- Built and converted a **qualified pipeline of 80+ prospects** within the first quarter, achieving a **35% conversion rate** to active revenue-generating accounts — exceeding 6-month targets in Q1.
- Designed and executed a **go-to-market (GTM) strategy** for luxury holiday homes and serviced apartments across Dubai Marina, JBR and Downtown Dubai, driving an annualised **AED 40M revenue contribution**.
- Forged **15+ strategic alliances** with real estate developers, corporate relocation agencies and travel management companies, creating a **self-sustaining institutional lead pipeline**.
- Implemented a **HubSpot CRM-driven sales pipeline** with integrated lead scoring and automated follow-up sequences, improving deal visibility by 40% and reducing lost-deal rate to under 15%.
- Delivering weekly **C-suite dashboards** covering occupancy rates, ADR, RevPAR, pipeline value and client acquisition cost (CAC), enabling agile strategic decision-making.
- Positioning the group as a **premium investment advisory destination** for GCC and international property investors through targeted outreach, investor events and market insight presentations.

### Head of Business Development

Jan 2021 – Dec 2024

**One Perfect Group — One Perfect Stay · One Perfect Space · One Perfect Estate** Dubai, UAE | *Holiday Homes · Interior Décor & Fit-Out · Luxury Real Estate*

- Led business development across three high-growth revenue verticals — holiday homes & STR, interior décor & fit-out, and luxury real estate — delivering a **42% cumulative revenue increase** over 4 years.
- Scaled the managed property portfolio from **65 to 190 units** within 36 months through structured B2C owner acquisition campaigns, referral programmes and premium OTA channel optimisation.
- Acquired **60+ new B2B corporate accounts annually** — including relocation firms, travel management companies and real estate developers — via targeted outreach, industry events and digital lead funnels.

- Negotiated and closed interior décor and fit-out contracts averaging **AED 750K–2M+ per project**, maintaining a **45% proposal win rate** across premium residential and commercial segments.
- Developed a strategic partnership framework with **25+ signed MoUs** with Dubai-based developers and hospitality operators, generating a recurring annual referral pipeline of **AED 8M+**.
- Built, mentored and performance-managed a team of **10 sales and operations professionals**, introducing structured KPIs and bi-weekly coaching reviews that elevated individual productivity by 30%.
- Drove average occupancy rates to **87%** across the STR portfolio — versus the Dubai market benchmark of 68% — through dynamic yield management and targeted corporate direct sales.
- Delivered monthly Board-level business reviews covering P&L performance, competitive analysis, market trend forecasting and rolling 90-day growth plans.

## Sales Manager — International Business Development

2018 – 2020

**CRUX Fashion International LLC — Garments & Textile Trade** Dubai, UAE + GCC & Levant Region | B2B Wholesale & Retail Distribution

- Executed **first-ever pan-GCC market entry** across UAE, Saudi Arabia, Qatar, Oman, Jordan and Bahrain — establishing CRUX Fashion as the first garment brand to achieve full 6-country GCC distribution from a UAE base.
- Grew B2B wholesale revenue by **48% YoY** by onboarding 35+ distributors and retail buyers across 6 markets within 24 months.
- Secured **3 long-term supply agreements** with regional retail chains valued at a combined AED 6M+, underpinned by negotiated pricing tiers, exclusivity terms and performance SLAs.
- Led and coached a field sales team of **12 representatives**, implementing weekly accountability reviews that drove team quota attainment to **108% of annual revenue target**.
- Applied competitive intelligence and market segmentation analysis to reposition product offerings, resulting in a **22% improvement in gross margin** without volume reduction.
- Presented quarterly revenue forecasts, P&L analyses and pipeline reviews to C-suite leadership with **94%+ forecast accuracy** across all reporting periods.

## Operations Manager → Business Development Manager

2016 – 2018

**Ying Song General Trading LLC — Hardware & Industrial Distribution** Dubai, UAE (Headquartered: Guangdong, China) | GCC & Levant Distribution

- Promoted to Business Development Manager in just **8 months** — the **fastest internal promotion** in the company's UAE office — recognised for exceptional commercial performance.
- Penetrated **6 new B2B markets** across GCC and Levant, growing the regional distribution network by 38% and gaining material market share in the industrial hardware segment.
- Generated **30+ new corporate accounts** in Year 1 of the BD role through targeted outreach, trade show participation and government procurement registration in UAE, KSA, Qatar and Oman.
- Built and managed a structured CRM-based sales pipeline — prospecting → qualification → proposal → negotiation → close — sustaining a **pipeline coverage ratio of 3.5x** quarterly revenue target.
- Aligned China HQ production schedules with real-time GCC demand data, reducing stock-out incidents by **40%** and improving on-time delivery SLA performance to **97%**.

## Property Consultant & Sales Executive

2014 – 2016

**Al Tarik Al Moshrik Group — Real Estate (RERA ORN: 13049 | BRN: 33480)** Dubai, UAE | Residential & Commercial Sales · Leasing · Property Investment Advisory

- Closed high-value transactions on premium villas, studios and commercial units across Dubai, advising HNW investors on ROI, capital appreciation trajectories and portfolio diversification strategies.
- Sourced and converted **30+ qualified investor leads per quarter** through referral networks, property exhibitions and walk-in conversion, consistently ranking in the **top 5** within the sales team.
- Managed the full RERA-compliant transaction lifecycle — client consultation, NOC procurement, SPA documentation and title deed transfer — maintaining a **zero compliance violations record**.
- Sustained an average **client satisfaction score of 4.8/5** through transparent advisory, proactive communication and structured post-sale relationship management.

## KEY ACHIEVEMENTS & AWARDS

- ★ **AED 40M annual revenue** driven at Majestay Group through GTM strategy for luxury holiday homes and serviced apartments across prime Dubai locations.
- ★ **42% cumulative revenue growth** over 4 years at One Perfect Group across holiday homes, interior décor and real estate verticals.
- ★ **100+ STR units under management** — portfolio scaled from 65 to 190 properties within 36 months with 87% avg. occupancy vs. 68% Dubai market average.
- ★ **First pan-GCC distribution for CRUX Fashion** — sole garment brand to achieve full 6-market GCC/Levant distribution from a UAE base.

★ **Fastest internal promotion** in Ying Song General Trading UAE history: Operations Manager → Business Development Manager in just 8 months.

★ **AED 8M+ annual referral pipeline** established through 25+ strategic MoU partnerships with Dubai real estate developers and hospitality operators.

★ Awarded **Best Manager** by a major client organisation for exemplary leadership, service excellence and sustained commercial results.

## EDUCATION

<b>Master of Business Administration (MBA)</b>	University of Lahore, Pakistan	2016 – 2018
<b>Bachelor of Commerce — B.Com (Information Technology)</b>	University of Sargodha, Pakistan	2013 – 2015   1st Division
<b>Diploma in Commerce (D.Com)</b>	Punjab Board of Technical Education	2010 – 2012   1st Division

## CERTIFICATIONS | TOOLS & TECHNOLOGIES | LANGUAGES

### Certifications & Licences

- RERA Certified Property Consultant (Dubai)
- UAE Driving Licence — LMV Automatic
- International LMV Driving Licence
- Civil Defense Certificate — TEVETA
- AutoCAD Foundation — TEVETA

### Tools & Technologies

- Salesforce CRM
- HubSpot CRM
- Zoho CRM
- Monday.com
- LinkedIn Sales Navigator
- MS Office 365 | Google Workspace
- Airbnb · Booking.com · Expedia (OTA)
- Property Finder · Bayut · Dubizzle

### Languages

- English — Professional Fluency
- Arabic — Professional Working
- Urdu — Native / Fluent
- Hindi — Native / Fluent

*References and supporting documentation available upon request. | UAE Resident Visa | Available Immediately*