

MOHAMED AJMAL RAFAQ

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Location: Dubai, UAE



RESULT-ORIENTED BUSINESS DEVELOPMENT EXPERT -

Growth Catalyst ~ Powerful Sales Strategist ~ Customer Service

Growth Strategist behind impeccable Market Share Rises & Business Turnarounds with Masses in Profits

Expertise of over 3 Years: Strategic Planning & Execution | Sales & Business Development | Business Growth Opportunities | Revenue Generation | Cost-Effective techniques | Relationship Management | Leadership Acumen | Customer Services Management | Strong Communication | Team Building & Management | Client Servicing Operations

□ PROFILE SYNOPSIS

High-Impact Business Development Manager with verifiable year-on-year success with 3 years of experience in achieving revenue and business growth objectives within a turnaround and rapid change environments. Distinguished career reflects continual advancement, depth of valuable & diversified leadership experience in steering functions, and consistent achievements in driving business strategies that produce a significant business result. Track record of implementing the necessary business development strategies to accomplish breakthrough sales objectives while creating a unique market-entry strategy.

Ability to streamline and implement new structures and roles that create speed, efficiency and support rapidly shifting business demands. Streamlined corporate vision and strategy with a continuous focus on growth-centric solutions to deliver bottom-line improvements and top-line performance.

□ ORGANIZATIONAL EXPERIENCE

BUSINESS DEVELOPMENT MANAGER

MAKEMYTRIP (INDIA), KOCHI | DECEMBER 2018 – APRIL 2021

Key Deliverables:

Strategic Planning and Support:

- Established & executed strategies by undertaking competitive research. Effectuated pre-planned plans for the accomplishment of performance milestones. Assessing the strategic initiatives required to take the company to the next level.
- Contributed to exceeding revenue objectives & achieving key measurable results.
- Resourcefully reduced negotiation time by 25% by market visits and setting up appointments.
- Abridged time spent on inventory by 20% by training the hosts on the extranet.

Sales & Marketing:

- Approached businesses to offer valuable sales solutions along with providing suggestions on service improvements.
- Defined a company's solution strategy, marketing approach, and partner model drives the overall go-to-market initiatives.

Revenue Generation

- Generated new business leads using effective sales methodology, contributing to exceeding revenue objectives, and achieving critical measurable results by ensuring the proper execution and providing valuable support.
- Surpassed KRA achievement by an average of 11% every quarter in 2020-21.

Relationship Management

- Drove business efficiency and profitability by identifying and implementing process improvements to optimize performance.
- Played a role in onboarding monthly, augmented my client base from 250 to 700.

Team Management:

- Mentored, coached, motivated, & drove for desired business and operations results and building sustainability. Directing & monitoring the performance of team members to ensure efficiency in operations & meeting of individual & group targets

DEMONSTRATION SPECIALIST

BOSE CORPORATION, BANGALORE | FEBRUARY 2018 – SEPTEMBER 2018

Key Deliverables:

- Assessed the client's prerequisite by adhering to the Bose client commitment guidelines to make the best arrangements.
- Facilitated exercises at the administrative tasks, oversaw stock and handled payment reconciliation with the bank.
- Held responsible for product demonstration/presentation to walk-in customers as per predefined script.
- Managed outer sellers like Mall supervisory group or SIS accomplices, coordinated and fixed merchants consistently. Answerable for bringing in new clients, dealing with both B2B and B2C clients, closing the deals, and managing external vendors.

□ ACHIEVEMENTS

- Acknowledged with Go-MMT top performer award for July 2019.
- Successfully took part in the under-19 state football championship.
- Actively played a volunteer role in PERCEPTION, All India Management Fest (Mad Ads) in 2018.
- Achieved bronze medal in under-19, 4*400 meters relay in state-level school athletics.

□ EDUCATION & CREDENTIALS

- MBA, Ramaiah Institute of Management, University of Mysore, 2018 with 62%.
- Bachelors of Commerce, Calicut University, 2016 with 64%.

□ PERSONAL DOSSIER

Date Of Birth: 25th August 1995 | Languages Known: English, Malayalam, Hindi, and Tamil | Nationality: Indian