

## SYED KHUSHTAR HASAN

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Dubai, UAE

## RESUME



**MANAGEMENT LEVEL PROFESSIONAL:**  
SALES, MARKETING, INTERNATIONAL  
BUSINESS DEVELOPMENT, MARKET  
RESEARCH & STRATEGY

**KEY INDUSTRIES:** CEMENT, LIME,  
BUILDING MATERIALS, MARKET  
RESEARCH & CONSULTANCY

**WORK EXPERIENCE:** 22+ Years (17+  
Years in UAE & Region, 5+ years in India)

### Career Highlights:

- Heading marketing & sales
- Logistics plan & activities
- Achieving business goals & ensuring financials
- Developing new business and key accounts within Middle East, South Asia and African countries
- Strategic business decisions
- Project Management

### Skills & Key Qualifications:

- Sales & business development
- New product & territory development
- Business negotiations, management & operations
- Strategic partnership & client relationship management
- Marketing & Sales planning, preparing budget & driving business to growth & profits
- Market research & analysis

### Core Competencies:

Setting goals, forecasting and planning, Market trend & data analysis, Brand building-positioning & awareness, Participation in trade events & conferences, Strong time management and good team player, Excellent communication and presentation skills, A self starter-quick learner & able to handle multitask & team

### Key Achievements so far Saudi White Cement Co:

- Redefining & setting up a clear communication, branding & marketing strategy such as development of new packaging, new website, company profile and corporate video.
- New product development such as White Cement Type2 addition to the portfolio.
- Taking company to the international arena by developing international export markets, participation in trade events & conferences.

### Career Statement:

A strategic thinker with demonstrated business acumen, Syed is a post graduate in marketing & sales management. Having worked for well over 10 years with different **Market Consultancy & Marketing Research** organizations in **India & UAE**: Companies such as **MART, INCITE, PARC**: for over 12 years, Syed has been working at senior management level for **Cement & Building Material Industries in UAE & Saudi Arabia**: Companies such as **LAFARGE CEMENT, JK WHITE CEMENT, AL SHIRAWI for RAK WHITE CEMENT, ROYAL EMINYA CEMENT and SAUDI WHITE CEMENT CO**: looking after complete commercial aspects, marketing & sales operations including **domestic and international export markets development**: such as GCC, South & South East Asia and African countries. Syed has also been **speaker at leading global cement & building materials conferences** such as **Cemtech, Intercem, and GMI Global**.

Along with this unique blend of experience, Syed while with MART India also got to work with International Development Agencies (DFID, CARE, Plan International, OXFAM etc).

As a senior executive, Syed has always been responsible for overall **marketing & sales operations and commercial aspects** of the business. Syed has strong background in providing critical market & customer insights for fact-based decision making. The analytical, communication & organizational skills that Syed has would be perfect for the fast paced company that needs an executive with the ability to multitask and take on multiple clients at one time.

With the **rich experience of local & international markets**, successful marketing & sales background and several years of working in a diverse range of business environment, Syed will be able to make an immediate positive impact and is confident of making a significant contribution as a member of executive team and can provide one stop solution to any business prospects, clients, products & services.

**Industries Exposure:** (Marketing, Sales, Business Development, Market Research & Consultancy): **Cement**, Concrete, Cementitious, Lime, Calcium Carbonate, Ready Mix, Admixtures, and Paints etc. While carrying out all sorts of market research activities (qualitative, quantitative, FGD, mystery shopping) also got to work with varieties of B2B and B2C industries such as FMCG, Media & Advertisement, Construction, Banking, Facilities Management, Logistics.

### Professional Experience: Work History: Present



**8. SAUDI WHITE CEMENT COMPANY Riyadh KSA: Marketing Manager (January 2019 till date):** (Marketing & Sales, Strategic planning & Business development, Communication strategy & branding, Export & International market development)

- Streamlining domestic commercial activities and enhancement of better volume, price and customer services.
- Domestic market and customer base expansion from central region to eastern and western regions.

#### Key Achievements HBS:

- Conducted full market study for Grey Cement Industry in UAE for **Lafarge Cement**.
- Conducted customer satisfaction survey with **Ready mix and Aggregate** customers
- Successful coordination in sourcing & import of cementitious materials (Fly Ash) for plants such as **Binani Cement**.
- Worked as **Sales & Marketing Consultant with Royal Elminya Cement Egypt**: business negotiations and export market development (such as Philippines, Sri Lanka, Oman, India, East Africa etc).
- Strategic partnership with market research organizations (such as **Feedback, Nielsen**).

#### Key Achievements Alshirawi:

- Led to overall increase in client base & sales volume which boosted **sales revenue by 18%** within 6 months.
- Produced new revenue stream by expanding and restructuring product & market territories such as Lime exports to **Bahrain**
- Effectively managed a team of transport and sales executives

#### Key Achievements JK Cement:

- Development and implementation of a comprehensive sales plan and route to market strategy.
- Developed marketing & sales collaterals along with putting in place ISO, SAP, MIS and market intelligence system.
- Built a full-scale sales operation from the ground with an export volume (Cement & Clinker) exceeding **20 million USD/Annum**.
- Developed many of **new territories and new markets**.
- Exceeded the **sales target by achieving 25% higher sales** than the set target.
- Conducted primary and secondary market research

#### Major responsibilities include:

- Leading marketing & sales and ensuring progress & development of commercial activities of Saudi White Cement Co. & its subsidiary Riyadh Cement Co (Gray Cement).
- Liaise and negotiation with customers and business partners and to coordinate full order cycle.
- Providing end to end solutions in market expansion, new territory development, distributors finding, sales growth and markets expansion.
- Project management & strategic business decisions.

#### Professional Experience: Work History: Past



**7. HBS GLOBAL FZC Dubai UAE: *Sales & Marketing Consultant (Feb 2017 till Jan 2019):*** (Marketing & Sales Consultancy, Marketing Research and Trading of Cement, Lime and other Building Materials) **And *Sales & Marketing Consultant: Royal Elminya Cement for white cement export market development***

#### Major responsibilities include:

- Marketing & Sales support to clients in import & export & trade of **Cement, Lime & other Building Materials**.
- Conducting need based market research and feasibility study.



**6. AI SHIRAWI GROUP Dubai UAE: *Head of Sales & Marketing (March 2016 till Feb 2017):*** (A Part of Oasis Investment Co- Cement, Lime, and Building Materials Trade & Logistics Division)

#### Major responsibilities include:

- Maintaining exclusive distribution & growth plan with **RAK White Cement & RAK Noora Lime Co**.
- Developing and managing marketing & sales plan, annual budget, operational excellence and **increased profitability**.
- Overall management of business operations financial management, systems and controls.



**5. JK WHITE CEMENT Dubai UAE: *Marketing & Sales Manager (April 2013 till March 2016) :*** (JK Group-one of the leading Cement & Building Materials Producer, Manufacturer & Supplier of India & UAE)

#### Major responsibilities include:

- Managing the entire marketing & sales plan for domestic and export markets. Particularly having full accountability and ownership of: **UAE, Bahrain, Saudi Arabia, South Asia & Africa**.
- Preparing sales budget and dashboard with details/key indicators on volume(domestic and exports), areas, segments and packaging split, defining pricing strategy and distribution methods for **White Cement (CEMI & CEMII) & White Clinker**.
- Networking and conducting business with **all stakeholders** and segments such as **Precast, Interlock, Skim coat, Adhesives-Construction Chemicals** and also traders & dealers.
- Developing and exploring potential export markets (land & sea) and preparing a **logistics plan**.
- Imparting training to distributor's executives and owner about business plans, schemes etc.
- Promoting JK brand values and messages, taking part in leading industry related exhibitions & seminars such as Big5, CII, and Cement Trade.

study and prepared a comprehensive report on **White Cement: Market Mapping**-Key highlights: Market size customers database and competitive advantages (Domestic & Exports)

- Instrumental in taking JK White Cement to global arena and made this regional brand a multinational recognized brand across many countries.
- Ranked as number 1 marketing & sales manager in the very two years of business startup, and recognized for contributions to record-setting sales figures (acquired 10 new accounts in second year and **grew sales by over 45%**).

#### **Key Achievements Lafarge:**

- Got 4 time's highly positive performance evaluations and appreciations.
- Played key role in **Lafarge rebranding activities** that improved reach to target segments.
- Developed & launched **new & profitable products** such as SRC and PLC and also initiated more of OPC in bag segment.
- Streamlining of market segmentation that improved the **sales turnover** particularly in Abudhabi and Bagged cement market in UAE & Oman.
- Managed over **\$15** million annual sales budget projects.
- Key accounts management contributed to sales growth and increase in exports by over **60%**.
- Achieved sales targets **80-85 percent** of time, consistently gained 12% market share, led to substantial profit and increased revenues.
- Conducted comprehensive **market & application mapping** which helped in developing customer's database, activities, capacities, usages and preferences.
- Played pivotal role in establishing Lafarge Emirates Cement **first bag distribution** centre in the region (Abu Dhabi).
- Overall improvements in customer service and customer satisfaction scores from **60% to 90%**.



#### **4. LAFARGE EMIRATES CEMENT Dubai UAE: Senior Executive Marketing & Research (February 2008 till April 2013):** (A worldwide leader in Cement & Building Materials Production)

##### **Major responsibilities include:**

- Developing and managing the entire marketing & sales plan from strategic planning to tactical activities.
- Implementation of the commercial objectives in **UAE and Oman**.
- Managing, analyzing and interpreting all available internal and external data's related to production, sales, price, and market to prepare comprehensive marketing reports for UAE and the region.
- Conducting business meetings with all stakeholders such as Ready Mix, Block, BMS traders, Consultants and Contractors.
- Preparing commercial reports, annual business strategy, marketing & sales plan and budget.
- Development of a market intelligence tool to track competitor activities (prices, sales, method of marketing and distribution).
- **Business development** of regular products (**OPC, SRC, and PLC**) and also sales & distribution of other products such as **White Cement and GGBS**.
- Working closely with sales, customer service, dispatch, production team to ensure customers satisfaction at most effective levels.
- Developing structured advertising campaign including incentive programs that resulted in increased customer base.
- Tracking and forecasting of **market demands and trends**. Developed a module (top down-bottom up) to analyze demand supply situations and plants effective capacity utilizations.
- Conducting and preparing various market research reports, related to products, price, distribution, packaging, market trends, competitor's activity and customer satisfaction.

In nutshell over 12 years of Marketing & Sales experience with Gray & White Cement & Other Building Material Companies in UAE, Saudi & Region.



#### **3. PAN ARAB RESEARCH CENTRE (PARC) Dubai UAE: Assistant Manager Research Operations (February 2005 till February 2008):** (An established Market & Media research house)

##### **Major responsibilities include:**

- Promoting and selling a full range of services to clients to secure business, converting live enquiries to confirmed businesses.
- Coordination & management of many types of quantitative, qualitative and observation research studies.
- Project management, planning & mobilizing resources, proposal & finalizing research instruments, questionnaire designing, monitoring fieldwork, analysis & interpretation of data, writing reports and final client presentation.
- Team management & training team members on research tools, techniques and models. Conducting briefings and various training programs required for the field staffs.
- Quality control: Ensuring effective implementation of British Market Research Society and ESOMAR code of conduct.



#### **2. INCITE RESEARCH & MARKETING SOLUTIONS Dubai UAE: Market Research Executive & Analyst (January 2003 till February 2005):** (A complete marketing research provider based in Dubai Media City)

### Key Achievements PARC:

- Successful developments of new accounts through effective market visits and proposal development.
- Client satisfaction and winning new & repeat customers.
- Compiled and produced variety of documents and reports.

### Key Achievements Incite:

- Generated client leads and ensured sustainable business development and profitability.

### Key Achievements MART:

- Conceptualized and Developed **MART 3M: Micro Finance, Micro Market and Micro Plan Manual** on Micro Enterprise Development.
- Manual on establishing business system for small **HANDICRAFT enterprise** on behalf of OXFAM Fair Trade.
- Initiated and successfully organized **Micro Enterprise Promotion Mela** (Mehtarjan) at various Indian cities -under CARE; a platform for interfacing between the producers and the buyers.
- Conceptualized the usage and utility of Rural Haats (**Weekly Markets**) as a market channel for the promotion and distribution of corporate products.
- Established Semi urban **Super Markets** as a backward and forward linkage outlet.
- Successfully prepared marketing and sales plan for FMCG products handled for Hindustan Lever, Dabur, and Balsara to achieve set targets and nurtured and developed the existing markets.

### Personal Particulars:

- **Date of Birth:** 8th October 1971
- **Marital Status:** Married,
- **Driving License:** Valid UAE Driving License
- **Passport Number:** Z5182378, Valid till: August 2029
- **Visa Status:** Employment
- **Permanent Address:** S/o Late Prof. A H Saif, Bindeshri Compound, Chandwara, Muzaffarpur, India

### Major responsibilities include:

- Complete responsibilities of carrying out qualitative, quantitative, mystery shopping and desk research studies.



### 1. MARKETING AND RESEARCH TEAM (MART) New Delhi

#### India: **Marketing Coordinator (September 1997- January 2003):**

(A leading marketing research & consultancy agency in India, equipped to provide marketing support to Corporate (such as HLL, Dabur), International development agencies (such as World Bank, DFID), Banks (SIDBI, NABARD), NGOs (CARE, Plan, Oxfam) and the Government

### Major responsibilities include:

- Conceptualizing, coordinating and finally implementing tailor made innovative strategies for the clients in their requirement of marketing research, product and business development.
- Conducting training programs on MART products and services to corporate, government and development agencies.
- Providing support services such as event management, linkages (financial and non financial), create new distribution channels to the clients in their requirement of business development.
- Building and developing a result-driven team.

"In short Syed can be described as a **highly proficient Marketing & Sales professional**" who possesses an outstanding track record of achievement both within a blue-chip and international environment. His exposure of working with different industries type and networking with various customers, stakeholders & importers can give a fresh perspective & growth to any business and product strategy".

### Training & Conferences:

- Conducted and attended various training programs/workshops such as micro enterprise promotion with NABARD/SIDBI/APRLP/HLL, Team Building by ABAMI, Join the group, Cement & Middle East Branding, Segmentation & new products launch, Customers value proposition, Health & safety, Competition law by Lafarge, Green Building & Sustainable Constructions by EGBC, Middle East Cement trade by CMT, Environmental management in Cement Industry by SBS, Exhibiting Master class by DMG event, Enhancing goal setting by IIMT
- Projects monitoring, database management and Market Intelligence by MEED, ZAWYA & BMI

### Education:

- Post Graduate Diploma Marketing & Sales Management-Institute of Management Studies-YMCA, New Delhi
- BA (Hons) from BU with main subject Economics
- Intermediate Science from B.I.E.C with main subjects Physics, Chemistry & Mathematic

### Languages Known:

English, Hindi, Urdu; Arabic and Persian (Only Reading & Writing)

### Computer Skills:

Excellent experience on using Microsoft Office (MS Word, Excel, Power Point), working knowledge of statistical packages, MS Project, Microsoft Outlook, Lotus Notes and SAP & Oracle reporting system.

### Syed Khushtar Hasan

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