

## NASEERUDDIN SYED

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### PROFESSIONAL SUMMARY

Seasoned sales and business development professional with over 19 years of experience in driving business growth and expanding market share across diverse business verticals such as Automotive, Railways, Energy and Technology. Adept at identifying new business opportunities, developing strategic partnerships, navigating complex market landscapes, developing innovative business models and sales strategies for a sustainable and profitable revenue growth. An effective communicator & negotiator committed to delivering exceptional results and fostering long-term business relationships.

### WORK EXPERIENCE

**Career Break** for Professional Development from **12/2023 to 08/2024** for Executive MBA studies at Hult International Business School, Dubai. **Status: Graduated Successfully.**

**Business Development Manager**, Unipart Group UK, (Remote - Sharjah) | 12/2021 - 11/2023

**Products / Sectors:** IoT Solutions, Signalling System, Aftermarket/ Rail, Technology, Transport

- With operational support from Serck Gulf Services (part of Unipart Group), I was hired to do business feasibility studies, generation of new leads, promotion and development of Unipart Rail & Technology business (part of Unipart Group with H.O in UK) for the MEAI region.
- Conducted comprehensive market research and competitor analysis, cultivated relationships with CEO & Mid senior level contacts of potential clients that included government entities & fleet operators. Actively engaged in key tenders & projects with appropriate tactics & strategies.
- Defined and tracked KPIs to measure business performance, supporting strategic decision-making and ensuring target achievement. Developed long-term strategic plans focused on sustainable business growth and a robust lead pipeline. Reported business performance to senior management and key stakeholders, providing insights and recommendations.
- Successfully negotiated long-term supply contract worth £3M for DiBloC signaling systems in Africa and aftermarket parts supply (locomotive engine parts) worth £1.7M in Saudi Arabia.

**Sales Manager** (Aftermarket & OEM), ZF Services Middle East, Dubai | 10/2015 - 11/2021

**Products / Sectors:** Gearbox, Aftermarket Parts, IoT Solutions/ Automotive, Rail, Defense, O&G

- Led successful growth (existing customers) and expansion (new market) of ZF products generating over AED18M in new business orders & long-term contracts from 2016-2021 across different segments such as Automotive Off-Highway, Rail, Défense and Oil & Gas.
- Developed Off-Highway Aftermarket spare parts and maintenance (gearbox repair) business from AED3M to AED5M through targeted service campaigns, strategic pricing models, quick repair turnarounds, inventory management and customer fleet maintenance analysis.
- Successfully won ZF Connectivity solution deal (AED900k) after successful prototype project.
- Conducted data-driven market analysis and trends to position ZF Gearbox products against competitors and customer needs across various segments. Implemented strategic business development plans focusing on customer acquisition, retention, and network development.

**Business Development Consultant**, Emirates Transport, Dubai | 12/2013 - 09/2015

**Services / Sectors:** Maintenance, Repair and Overhaul (Trucks & Buses) / Automotive

- Spearheaded new business development initiatives that resulted in a 20% increase in annual revenue. Successfully launched a new MRO services division, significantly expanding Emirates Transport's service portfolio and market reach. Implemented process optimization strategies that improved operational efficiency by 10%, reducing costs and enhancing service delivery.
- Established strategic partnerships with key stakeholders, enhancing service capabilities and market penetration. Developed and implemented customer feedback systems that improved service quality and increased customer satisfaction scores by 28%.

**Market Developer**, Allison Transmission Middle East, Dubai | 01/2012 - 11/2013

**Products / Sectors:** Automatic Transmission, Aftermarket Parts/ Automotive, O&G, Defense

- Successfully negotiated and won multiple new orders totalling up to US\$2.8M for Aftermarket business and successfully renewed long-term existing contracts (US\$7M) for new product business (OEM) that significantly enhanced the company's market presence in the ME region.
- Spearheaded the launch of Allison Transmission's first office in Dubai facilitating local operations and customer engagement. Achieved substantial regional growth in both new product lines and aftermarket sales, contributing to an 8% increase in annual revenue.
- Performed in-depth market research to identify growth opportunities, competitor strategies, and customer needs, leading to targeted marketing and sales strategies. Cultivated and maintained robust relationships with key stakeholders, including OEMs, dealers, and fleet-owners resulting in high customer satisfaction. Developed & implemented promotional campaigns that increased brand visibility and product awareness, leading to higher sales.

**Aftermarket Manager**, Cummins Middle East, Dubai | 09/2008 - 04/2011

**Products / Sectors:** Engines & Aftermarket Parts/ Marine, O&G, PowerGen, Defense

- Managed a day-to-day operation of parts department whilst achieving AOP objectives of the department. Hired, trained, counselled and monitored performance of all staff. Worked closely with other department managers (service, supply chain, management, finance) as per protocols.
- Achieved an 20% revenue increase (US\$5.21 to US\$6.25M) during 2008-2011 period with integrated business solutions and capturing unexplored potential sectors. Led strategic brainstorming sessions yielding innovative sales & service strategies to win new deals.
- Successfully negotiated and secured long-term contracts with key customers, ensuring steady revenue streams and market dominance. Reduced inflated inventory costs and reduced obsolescence by establishing continuous inventory assessments and proactive management. Minimized net costs and increased delivery efficiency by introducing a fair delivery fee structure, equitably shared between the company and subcontracted drivers. Closely monitored timely payments & acceptable financial terms.

**Aftermarket Sales Representative**, Cummins Middle East, Dubai | 02/2007 - 08/2008

**Customer Service Representative**, Cummins Middle East, Dubai | 10/2005 - 01/2007

**Parts Counter Sales Executive**, Genavco LLC, Dubai | 06/2004 - 09/2005

## EDUCATION

- [Executive MBA](#), Hult International Business School, Dubai, UAE | 09/2023 – 08/2024
- [Bachelor of Computer Applications](#), SriKrishnadevaraya University, India | 04/2000–04/2003

## SKILLS & COMPETENCIES

Sales & New Business Development, Market Research & Analysis, Strategy Development, Lead Generation, Dealer Management, Business Acumen, Project Management, Leadership & Team Building, Communication & Presentation, Problem-Solving & Decision-Making, Strategic Thinking, Customer-Centric Approach, Collaboration & Negotiation, Networking, Adaptability & Flexibility.

## COURSES & LANGUAGES

- Sales Best Practices, Sandler Training Institute (On-site, Den-Haag Netherlands) | June 2012
- Data Science Orientation, IBM (Edx.org Verified Online Certificate) | Apr 2019
- Railway Engineering, An Integral Approach by TU Delft (Verified Online Cert.) Nov 2022
- Lean Six Sigma Foundations (LinkedIn verified online certificate) | Jan 2023
- Digital Business Models, Lund University (Coursera verified online certificate) | May 2024
- **Fluent in English, Hindi and Fair in Business Arabic.**

Professional references available upon request.