

Nasir Rahman

CMO/CGO/CBD

📍 Dubai - United Arab Emirates

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Languages

Arabic (Basic)

English (Work Proficiency)

About

Motivated, results-driven Retail, Sales & Marketing professional offering 25+ years' experience of diverse industries, specialized in high impact marketing and re-search. Exceptional proficiency in formulating strategic plan, developing marketing plan, identifying and pursuing new business opportunities leading to sales growth. Managed Investment portfolios by undergoing thorough research and analysis, keeping a sharp eye on economic indicators. Experienced in operations and buyer's requirement study, customer servicing and identifying new opportunities in international and domestic markets. A resourceful decision maker that combines strong leadership and organizational skills with the ability to direct high level business affairs.

BRANDS WORKED WITH

BinHendi Enterprises

FAROOK INTERNATIONAL STATIONERY

GGICO

Global Solutions Mea

G Power Plants

Group WII

Ideas BY Gul Ahmed

Info Techs

Oxford University Press

Perorno Me

Experience

● Chief Marketing Officer

G Power Plants | Jun 2022 - Now

Heading 360 degree marketing of a Renewable Energy Startup.

Managing in getting patents across the globe.

Managing legal and corporate law challenges.

Augmenting the right manpower and setting the footprint in the RE sector.

● Regional Business Director

Global Solutions Mea | Aug 2019 - Jun 2022

Managing Investment portfolios of Real Estate worth USD 100m, Retail worth USD 50m, Stock Market and Tech sector.

Highlighting business opportunities in emerging markets by providing advisory and management consultancy.

● DGM - Retail Operations

Ideas BY Gul Ahmed | Apr 2019 - Jul 2019

Managed operations of 105 stores across Pakistan with around 1200 staff, including 6 Regional Managers and 12 Area Managers, with full P&L Management.

Developed AI to enhance consumer insights over BI & CRM platforms. Digitised flagship stores to increase footfall and as part of new strategy for VM

Introduced RFID technology to control shrinkage, theft and improving lead time.

Worked with L&D to improve the quality of Retail Sales staff.

Worked on the expansion plan to cover more geography and relocation plan in order to get desired markets.

Defining new Omni Channel strategy in line with Brand Strategy.

● Regional Director GCC / Retail Consultant

Perorno Me | Jan 2017 - Mar 2019

Developed emerging market opportunities and changing consumer trends to the mix, and sustained with profitable growth.

Defined Brand Strategies and Omni Channel Strategy.

Install customer-lead category management.

Revamped store operations and talent, bringing innovations.

Maximized margins with pricing and promotions, cutting cost on inventory saved 23% on stock

losses, develop flexible and efficient supply chain and improved the sales by 36%.

Built a modern retail organization with updated information technology.



● **Head / Country Head**

GGICO | Nov 2014 - Dec 2016

GGICO (Gulf General Investment Company), comprises of Retail brands such as IKKS, Stephane Rolland, Sergeant Major, Herve Leger, Pierre Hermes, Jacob & Co, Armand Basi, Trussardi and En Vogue.

Managed P&L and fiscal year planning.

Enhanced the Retail Sales by diversification and expansion planning, acquiring brands from

Italy, Spain, U.K. and Brazil.

Managed brands across GCC with a turnover of AED 250 million plus

•Facilitate in sourcing new trade and entering into other international markets by launching thorough research techniques.

Managed and control all aspects of new projects, lead and support the team towards achieving

the retail targets.

Implemented and monitor customer services, policies and procedures to ensure full compliance.



● **Head of the Division / General Manager**

BinHendi Enterprises | Dec 2013 - Nov 2014

Binhendi is a large Retail group, representing Brioni, Billionaire, Zilli, Energie, Paul & Shark, Ulysse Nardin, Porsche Design, Hugo Boss, Japengo, Second Cup, Now Café, Bella Donna, Texas Instruments, B&B Italia, Flexform, MDF Italia, Promemoria, Flos etc.

Delivering budget P&L for the full fiscal year.

Formulate and implement highly effective innovative solutions and plans, and increased retail

sales by 42% over previous year, and achieved 80% target of USD 94m in just 9 months.

Marketing and Communications across the board. Conducting a brand performance review,

auditing marketing communications, market intelligence, competitive intelligence, market insights, budget analysis, managing agencies both internal and external, marketing campaign, PR and channel development. Maintaining and developing relationships with key suppliers, country distributors and acquiring & monitoring franchise operations.

Handling a large-scale Retail team, over 500 staff reporting directly and indirectly.

● **Director of Operations. Traffic Design**

| Jan 2006 - Dec 2013

Brands managed Vitra, Cappellini, sphaus, Established & Sons and worked with some world's renown designer.

Ensuring Retail standards in terms of products, visual merchandising and services with smooth day to-day operation. Facilitating in determination of fiscal requirements and handling P&L Management and budgetary recommendations.

Initiated start up operations from scratch and made it internationally famous within 5 years of

operations, achieved the sales turnover of USD 10 million.

Played key role in acquiring Japanese Fashion franchise and launched in Dubai.

Spearheaded efforts to launch homegrown brand in Milan, Italy.

● **Group Marketing Manager. Capital**

Group WII | Nov 2004 - Dec 2005

Implemented Marketing Communication, Visual Merchandising roll out plans, media promotions and advertising plan of the brand, considering Competitors Update.

Handled the Retail Sales Management operations, thereby achieving increased sales growth;

analysed and developed new markets to drive volumes resulting in business growth.

Looked after Franchise Operations, handled Channel Development by increasing Channel sales

volume, reaching secondary targets, market share and width of distribution in the assigned territory.

Demonstrated competency by turning around the profit decline company into profit making unit

within one-year span. Achieved USD 6m single contract, the biggest in the history of the company.



● **Business Development Manager**

FAROOK INTERNATIONAL STATIONERY | Jan 2003 - Oct 2004

Spearheaded the augmentation of Retail network and Business Development. Dealt with Retail operations and developed network of Franchisee.

Enhanced 27% retail sale in the very first year, topping AED 25 million over previous year sales.

Generated business growth in MENA region; propelled channel sales by streamlining the whole retail operations.



● **Manager Promotions**

Oxford University Press | Aug 1996 - Nov 2002

Devised sales strategies and drove Retail sales & operational efforts involving effective promotional activities for growth and profitability.

Business Development, region included Middle East, Sri Lanka, Maldives and Nepal.

Commended for accomplishing 30% sales in a volatile and cyclical market, concluded sales over PKR 400 million during year 1998/99.

● **Marketing Executive**

Info Techs | Jan 1994 - Jan 1996

Handling customers from Middle East and Far East based out of Pakistan.

Handled network administration and targeted new sectors for software development.

Planned and organised promotional activities such as seminars, fairs and campaigns.

Managed key accounts of hardware & software clients.