



AJIN MATHEW

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PROFESSIONAL SUMMARY

Qualified in MBA-Marketing with proven 14 years industry work experience. Presently poised to leverage sales and marketing skills within a company having strong dedication to support organisational objectives, commitment to customer service, employee development and continuous improvement. Known in the past service record for studying remittance habits, forecasting market fluctuations, advising High Value Clients on their remittances, cross-selling products & services, increasing business revenues and developing client relationship. Possess comprehensive problem solving, analytical, excellent written and verbal communication plus interpersonal skills. Also, dynamic and detail-oriented team player, can work under pressure, meet stringent deadlines and ability to deal with people diplomatically.

SKILLS

WPS Specialist

Trade Remittance

Problem Solving

Business Development

Relationship Management

MIS Reporting

Customer Service

HNI Retention

Excellent Interpersonal Skills

Market Analysis

Sales Execution

WORK HISTORY

BUSINESS DEVELOPMENT MANAGER- CORPORATES, Feb 2024 — Present

MONDIAL GROUP, DUBAI

KEY RESPONSIBILITIES

- Taking care of existing as well as new acquisition of clients through cold calling, fixing appointments etc.
- Managing and following up with accounts team for the LPOs and payments of existing as well as new clients.
- Tele calling the clients and sending them offers regarding our services
- Cross sell products like ticketing, inbound as well as outbound tours, visit visas, hotel reservation, travel insurance and airport transfers to Corporate clients.
- Also focus on the sales of 1 year Saudi multiple entry visas and 5 year multiple entry UAE visit visas, according to the client's requirement.
- Identifying potential market and do regular visits to create rapport with clients.

CORPORATE RELATIONSHIP MANAGER, July 2018 — April 2023

MODERN EXCHANGE CO LLC, MUSCAT

KEY RESPONSIBILITIES

- Was in charge of the HVC segment, acquiring new clients and reactivating inactive ones by surpassing their expectations.
- Successful in converting 67% of the inactive data provided by the Department head
- Solicited online remittances including bank transfers and payment link transactions and facilitated mobile app registrations during the Covid pandemic, adhering to AML guidelines.

- Handled Corporate clients and introduced to them our services and onboarded 15 new corporate business in the initial month.
- Drove RPT growth by 13% in the initial months due to the addition of new remittance corridors like UK, USA, Europe, Canada and Australia and analysing the needs of existing customers.
- Visiting the existing customers regularly to enable referrals to add up in the pipeline for prospective customers.
- Provided timely forex rate intimation and forecasts to assist clients in making decisions.
- Marketed company products at cultural events, budget presentations, and sponsored gatherings.
- Represented the company at membership gatherings like ABGO and BBF, promoting services to respective corridors.
- Personalized services and privilege cards were provided to High-Value Remittance segment clients for business growth.
- Supported branches in improving High-Value remittances through telecalling, appointments, and customer references.
- Prepared monthly reports on high-value transactions, charting numbers, revenue, and percentage growth.
- Regularly conducted competitor analysis and implemented strategies to enhance the customer base.

SALES EXECUTIVE, *Oct 2017 — June 2018*

AWAFI MINERAL WATER LLC, AL FUJAIRAH

KEY RESPONSIBILITIES

- Headed sales in Sharjah and Dubai, overseeing six salesmen, each responsible for specific vehicle sales.
- Met clients through scheduled appointments, cold visits, and referrals.
- Analyzed the market dynamics and executed strategic initiatives.
- Received customer orders and assigned salesmen to designated areas.
- Organized meetings with salesmen to develop new plans for market capture.

SENIOR OFFICER-BUSINESS DEVELOPMENT, *Dec 2010 — Aug 2017*

AL ANSARI EXCHANGE, ABU DHABI

KEY RESPONSIBILITIES

- Promoted to Senior Officer-Business Development, overseeing a team of 3 Business Development Officers based on KPIs.
- Managed WPS and corporate business sourcing for the company, providing services such as WPS, cash collection, and auxiliary services.
- Ensured reliable and timely distribution of employee salaries through WPS.
- Identified prospective clients for corporate tie-ups, preparing proposals for cash collection services through Al Ansari Exchange.
- Coordinated with the team to explore potential markets for marketing initiatives.
- Expanded the sales portfolio with additional products and services based on market research and customer feedback.
- Established rapport with clients through scheduled appointments and on-site meetings to ensure service quality and company goodwill.
- Participated in campaigns and marketing activities to boost business development efforts.
- Collaborated with the team to set specific and time-bound goals through brainstorming sessions.
- Observed and analyzed the market, contributing innovative ideas for new products or potential branch locations to the 'fikriti' team.
- Contributed to socially responsible activities such as blood donation camps and iftar food distribution as part of the team's initiatives.

EDUCATION

Master of Business Administration (Marketing & Systems), Apr 2004 — Apr 2006

Mar Athanasios College for Advanced Studies, Tiruvalla

Bachelor of Science-Information Technology, Apr 2000 — Apr 2003

SSM College of Engineering, Erode.

DRIVING LICENSE
DETAILS

Holder of valid **UAE & Oman** Driving License

REFERENCE

1. Anujohn T Kuttiyil

General Manager

Al Dhahery Money Exchange, UAE

2. Lijo John

General Manager

Modern Exchange Co LLC, Oman.