

ALI IMRAN

SALES DIRECTOR | REAL ESTATE DEVELOPMENT

Developer Sales Strategy • Project Launches • Revenue Growth • Broker Channel Leadership

EXECUTIVE PROFILE

Commercially driven Sales Director with 10+ years of leadership experience across Dubai real estate development, property portals and investor sales. Proven in translating developer objectives into launch strategy, pricing and inventory plans, broker activation, disciplined sales execution and multimillion-dirham revenue. Leads high-performance teams, builds senior relationships across 300+ brokerage partners, and closes complex off-plan, bulk and HNW transactions. Trusted to align Sales, Marketing, Channel Relations and CRM around market positioning, pipeline visibility, conversion and delivery.

AED 8M+	AED 30M+	300+	40
PERSONAL MONTHLY CLOSURES	TEAM MONTHLY TARGET ACHIEVED	BROKERAGE RELATIONSHIPS	LARGEST TEAM LED

LEADERSHIP EXPERTISE

Developer Sales Strategy & P&L Alignment	Off-Plan Project Launch & Go-to-Market	Pricing, Inventory, Phasing & Unit Allocation
Revenue Forecasting, Pipeline & KPI Governance	Broker Channel Strategy & Agency Activation	HNW/UHNW, Institutional & Bulk Transactions
Sales Team Hiring, Coaching & Performance	CRM, Lead Management & Conversion Optimisation	Payment Plans, Deal Structuring & Negotiation
Market Intelligence & Competitive Positioning	Roadshows, Broker Training & Investor Events	Executive Reporting & Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Sales Director - Sales Department | BAMX Development

JAN 2026 - PRESENT • Dubai, UAE

Developer-side leadership spanning sales strategy, investor acquisition, channel partnerships and transaction execution.

- Lead sales strategy, market positioning and revenue execution for the developer portfolio, including the launch and commercialisation of 311 Boulevard.
- Direct performance management across the sales function through targets, pipeline reviews, activity KPIs, coaching and deal support.
- Develop broker-channel relationships with leading UAE agencies and senior decision-makers to expand distribution and accelerate sell-through.
- Manage HNW and institutional investor portfolios; structure bulk and customised transactions aligned with yield, payment-plan and Golden Visa objectives.
- Partner with Marketing, Channel Relations, CRM, Finance and Operations on campaigns, inventory, lead allocation, reporting and end-to-end closings.
- Provide management with market intelligence on competitor launches, pricing, payment plans, buyer demand and sales opportunities.

Team Leader - Sales Department | Object 1 Developer

JUL 2024 - DEC 2025 • Dubai, UAE

Led developer sales across residential and commercial launches in JVT, JVC, JGC, DLRC, Al Furjan and Dubai Sports City.

- Led and developed an 8-member sales team, consistently delivering AED 30M+ monthly team targets through structured coaching and accountability.
- Personally averaged AED 8M in monthly sales across high-demand Dubai communities and complex off-plan inventory.
- Played a central role in new-project launches, including pre-launch planning, unit allocation, broker presentations and sales-cycle execution.
- Worked with Marketing and CRM to improve lead quality, response discipline, customer engagement and conversion performance.
- Conducted regular sales training, performance reviews, objection handling and closing support to raise team productivity.

Senior Portfolio Manager | SAMANA Developers

JUN 2022 - JUL 2024 • Dubai, UAE

Portfolio and channel leadership across Majan, DLRC, Dubai Production City, Al Furjan, Dubai Islands and Maldives beachfront projects.

- Managed a 10-member sales team and drove consistent performance through portfolio prioritisation, broker activation and deal-level coaching.
- Built and nurtured relationships with 300+ agencies, including CEOs and Heads of Sales at major UAE brokerages.
- Led project presentations, roadshows, broker trainings and launch campaigns to strengthen awareness and generate qualified demand.
- Delivered market insights to senior leadership, influencing pricing, phasing, positioning, inventory strategy and sales-cycle optimisation.
- Closed multimillion-dirham transactions and earned recognition as a top performer for sustained target overachievement.

Senior Business Development Manager | The Heart of Europe

APR 2021 - JUN 2022 • Dubai, UAE

Luxury island and hospitality-led real estate sales on Dubai's World Islands.

- Spearheaded business development and agency-channel growth for a premium international investment proposition.
- Onboarded and managed 300+ real estate agencies, enabling wider market reach and sustained deal flow.
- Managed high-value agency portfolios, supported agents through the sales process and directly closed investor transactions.

Senior Business Development Manager | Bayut, Dubizzle & Zameen Group

AUG 2019 - APR 2021 • Dubai, UAE

Progressed from Assistant Manager to Senior BDM within a leading regional property technology and marketplace group.

- Led 40 professionals through four team leaders/managers across international property sales in Dubai, Pakistan, Turkey and the GCC.
- Closed high-value transactions with HNW and overseas investors while leveraging Bayut and Dubizzle for visibility and lead generation.
- Contributed to core management strategy and market expansion; received Rising Star of the Year and multiple Top Sales Performer awards.

Managing Partner | White Homes UAE & Alluring Livings

AUG 2013 - JUN 2019 • Dubai, UAE

Entrepreneurial leadership across holiday homes, leasing, fit-out and property services.

- Built and managed licensed short-term rental operations across JLT, Dubai Marina, JBR, Al Barsha, Barsha Heights and TECOM.
- Directed a combined 40-person workforce across property acquisition, furnishing, digital marketing, guest operations, fit-out and maintenance.
- Owned commercial planning, service delivery, customer acquisition, partner relationships and operating performance.

SELECTED CAREER IMPACT

- AED 8M+ average personal monthly closures and AED 30M+ monthly team performance in developer sales leadership.
- Activated agency networks exceeding 300 brokerages across multiple developer platforms and luxury projects.
- Led teams ranging from 8 to 40 professionals across developers, marketplaces and entrepreneurial ventures.
- Rising Star of the Year and multiple Top Sales Performer awards at Bayut, Dubizzle & Zameen Group.
- Track record across off-plan residential, commercial, luxury, island, hospitality and international investment property.

EDUCATION, CREDENTIALS & LANGUAGES

EDUCATION	CREDENTIALS	LANGUAGES
MBA - Sales & Marketing, 2011 BBA - Human Resource Management, 2009	Chris Voss - Black Swan Negotiation Skills UAE Driving Licence	English - Fluent Urdu - Native Hindi - Fluent Punjabi - Fluent

Nationality: Pakistani | Based in Dubai, UAE | References available upon request