

Sani Hibri TSURUTA

Dubai – UAE

Work Experience

Jun 15 – Jul 2016 **Lebanon and Gulf bank (LGB bank)**
Business Development Manager

UAE

Achievements:

- Research, identify and build a data base of UAE and GCC institutional and HNWI prospects
- Introduced the bank to various institutions and High Networth Individuals in the GCC region
- Initiated contact with leading institutions for strategic partnerships
- Corporate banking: Originate and develop relationships for trade finance, loans and credit applications across the GCC
- Raised funds for the bank's various products and services
- Connected with the DIFC and related consultants with regards to getting a Cat 1 license and set up a wealth management platform

Job responsibilities:

- Set up an asset and wealth management platforms
- Assist in obtaining a banking license under the DIFC
- Promote and increase awareness of the bank across the GCC in general and the UAE in particular
- Manage the sales effort and raise funds for the Bank's various products and services
- Identify and engage with prospects for strategic partnerships

Sep 08 – Apr 15 **The National Investor (TNI)**
Senior Vice President - Institutional Sales and Business Development

UAE

Achievements:

- Fundraised for the AM and PE products and placed deals for the Investment Banking division, in addition to closing tailored discretionary mandates for institutions with specific requirements (shariah compliant, multi asset class, balanced, regional, dividend payout)
- Focused sales and marketing activities on TNI's core prospects, ie, UAE HNWI, Institutions, Family offices, Insurance companies, pension funds and Banks, maintain relationships with existing clients and develop relationships across the GCC (mainly UAE, KSA, Kuwait, Bahrain and Oman), Europe (mainly UK, Switzerland and Nordic countries), Asia (mainly Japan and Asia-Pacific region) as well as the Levant area.
- Successfully researched, screened and signed up placement agents in the GCC, UK, Switzerland and Japan for introduction as well as distribution of TNI AM products and services.
- Signed agreements with major GCC banks and European institutions for the distribution of TNI funds on their Private banking / Wealth management and fund platforms.
- Raised funds from local, regional as well as European institutions, comprising insurance companies, pension funds, family offices, fund of funds and endowments, in spite of the difficult Global economic situation.
- Planned and executed Road Shows throughout MENA, Europe and Japan.
- Put TNI on the radar of major GCC, Levant, European and Asian Financial Institutions and successfully promoted TNI asset management and Private equity capabilities and Funds in MENA, Europe and Asia.
- Represented the Asset Management Group (AMG) in the committee for the upgrade of the Dubai Office's DFSA license to Category III. This involved coordinating with respective departments (Investment Management team, Legal, compliance and Operations) for the preparation of DFSA requirements in terms of AMG Business Plan, Operating Procedures' Manual, Service Level Agreements ...).
- Set up and draft function definition for the creation of a Business Support, Client Relationship Management and Client Services unit. This involves dedicated client relationship manager to cater to clients' needs and requirements in addition to systematic weekly / monthly reporting.
- Headed the committee for set up and launch of new funds. This involved, besides the coordination with all departments within TNI, researching and choosing the most suitable jurisdiction for Fund domiciliation, deciding on proper fund structure, sending out RFPs and negotiating with leading Global Custodians / Administrators / Auditors / Law Firms / Fiduciary oversight agents. As a result, TNI was recognized as a fund promoter and manager by the Irish regulator and was the first Abu Dhabi based company to launch a UCITS fund out of Dublin.

Job responsibilities:

- Manage and lead the sales team.

- Maintain, Manage and Expand business relationships with existing clients.
- Identify and prospect core franchise clients for TNI.
- Screen and appoint distributors, placement agents and third party marketers.
- Identify TNI AM's product needs, up-grade and development requirements, and closely work with the Head of the division to bring TNI AM up to international standards in terms of team and offering structures.
- Research Regional and Global trends with regards to type of offering requirements and choice of jurisdictions.
- Research, Prospect and Establish contact with major Regional and Foreign Institutions including Asset / Investment / Wealth Management companies, Private equity firms, Financial advisers, Private Banks, Insurance companies, Pension Funds, Family offices and HNWI.
- Retain existing assets, and Increase new assets under management.
- Prepare and Execute a sales plans and Road Shows.
- Monitor and Assess Regional as well as Global competitors' product structures & performance in order to strategically position the company's products in terms of competitive and structural advantage.
- Monitor clients' product preferences and assess their investment mandates.
- Liaise with different departments (business support, client services, investment group, middle office, legal) on different projects, Due Diligence Questionnaires, proposals

2007 – 2008

Shuaa Capital – Asset Management Division
Assistant Vice President – Institutional Sales, Asia, GCC & Japan

UAE

Achievements:

- Built strong relationships with major financial institutions in the Far East (particularly in Japan) and in the GCC region (particularly in the UAE)
- Successfully raised funds from local, regional and Japanese institutions for existing funds and discretionary mandates.
- Initiated and closed several investment management mandates.
- Managed, maintained and expanded business relationships with existing clients.
- Prepared and executed a sales strategy for the assigned territory.
- Monitor and assess regional and global competitors' products and performance in order to strategically position the company's products.
- Monitor clients' product preferences and assess their investment mandates.

Job responsibilities:

- Research, Prospect and Establish contact with major Far Eastern (mainly Japanese) institutions including Asset / Investment Management companies, Wealth Management companies, Financial advisers, Private Banking, Life Insurance companies, Corporate Pension Funds, Securities companies, in addition to Arab / Regional institutions and HNWI.
- Retain existing assets, and Increase new assets under management.
- Manage, Maintain and Expand business relationships with existing clients.
- Prepare and Execute a sales plan for the assigned territory.
- Monitor and Assess Regional as well as Global competitors' product structures & performance in order to strategically position the company's products in terms of competitive and structural advantage.
- Monitor clients' product preferences and assess their investment mandates.
- Liaise with different departments (business support, client services, investment group, middle office, legal) on different projects, Due Diligence Questionnaires, proposals
- Other:
- Attended several training seminars on Presentation, Sales and Communication skills.
- Candidate for the Securities & Investment Institute's International Certificate in Financial Advice.

2004 – 2007

Sumisatt International FZCO - A subsidiary of Sumitomo Corporation
Manager - Reporting to the Managing Director

UAE

Job responsibilities / achievements:

- Managing the business operations, administration and personnel.
- Placing orders with suppliers based on analysis of market demand forecasts, penetration, competition, as well as short and medium term political and economic stability of each target market respectively, and stock analysis.
- Negotiating with both clients and suppliers with respect to orders, prices, deliveries and other, in order to maintain a balanced and healthy relationship among parties concerned.
- Handling the logistics aspect of all transactions.
- Dealing with shipping and forwarding companies, as well as with Port and Customs Authority.
- Negotiating rates for handling, transportation and shipping.
- Supervising all bank related matters (L/Cs, L/Gs, transfers, payments, discounts) to maintain a healthy cash flow, taking into account a well determined and acceptable risk exposure per

customer/bank/country.

- Issuing invoices and shipping documents (with my signature being acknowledged at the Jebel Ali Chamber of Commerce, the Jebel Ali Free Zone Authority, as well as the Dubai Customs Authority.)
- Issue monthly liquidity and cash flow reports, among other operations reports.
- Negotiating with banks better discount rates, confirmation charges, and bank charges.
- Maintaining a positive environment in the office, and externally with our business counterparts.

* **May 2005:** Under Sumitomo Corporation's Management Development Program, completed an Educasia (Cardean University) On-line course in "Strategic Management: Competitive Advantage and Strategic Positioning"

* **July 2005:** Under Sumitomo Corporation's Management Development Program, attended a 3 week intensive training program in Japan in the following:

- Personnel Management
- Leadership Development & Team Management
- Business Development
- Business Strategy Planning
- Credit Control & Management
- Risk Management
- International Marketing

* **November 2006:** Attended a training seminar in Dubai (Sumitomo Corporation, Dubai Liaison Office) in Credit Control & Management, and in Risk Management.

2001 - 2004 **Generations Group Ltd. Lebanon**
Business Development Manager

- Generations Group was at the time a newly established General Trading company.
- I was in charge of identifying market niches and demand in the Far East for any product Generations Group could export from Lebanon and/or surrounding countries (Syria, Jordan, and Egypt).
- Established contact with various companies who were interested in specific products such as, Olives, olive oil, olive oil soaps, honey, dead sea products (skin care), as well as other products especially organic.
- Established Generations Group Japan as a liaison office.
- The main task of this company was to facilitate and complement the marketing and sales operation of its Lebanese Counter-part and to ensure smooth contact and follow up with our business partners in Japan.

1993-2001 **Sumitomo Corporation Lebanon**
Assistant Manager

With Lebanon newly emerging from the war, Sumitomo Corporation saw many business opportunities in this country, and its business involvement was perceived on many levels.

Personally I was involved in all aspects of managing the office (administration, management, personnel,...), and was in charge of running the business department which included:

- Regular commercial trading and marketing of various products, systems, and commodities. (Trucks & Motor Vehicles, Telecommunication, Broadcast, Steel, Tires, Foodstuff, and many other)
- Government projects such as water supply, waste water treatment, telecommunications (various), solid waste, and other.
- Public / private tenders in various categories such as motor vehicles, telecommunications, broadcast, construction, steel,...
- Forming of international and local consortiums for specific projects.
- Arranging of financing from Japanese governmental and non-governmental financial institutions.
- Initiate, plan, and execute Japanese Government Grant Projects under the Japanese Foreign Ministry's guidelines and while coordinating with the Lebanese corresponding Authorities. (Ministry of Culture, Ministry of Education, Department of Archeology,...)
- Coordinate with different Ministries, the Japanese Embassy in Lebanon, and Japanese Economic & Business Development Agencies (JICA, JETRO)
- Attended several management training courses as well as sales and marketing courses in Japan, Singapore, Egypt, Bahrain, Lebanon,...

1990-1993 **Arab Telecommunications SAL Lebanon**
Sales and Marketing Manager

Arab Telecommunications is local representative for various Japanese telecom and electronics brands such as Japan Radio Co., Kokusai Electric Co., and other.

In addition to our local commercial business, I was in charge of:

- Holding negotiations with our suppliers.
- Keeping them up-to-date with our marketing and sales activities and strategies vis-à-vis the local market and our/their competitors' activities.

- Coordinating sales policies and marketing strategies with our suppliers and partners, especially in times of launching new products.
- Attended training courses on specific products in Lebanon and in Japan.

Education

1992-1993	Lebanese American University Completed most MBA courses (except for 2 courses). The reason for not completing the MBA was taking up the job with Sumitomo Corporation which entailed full time concentration and constant traveling.	Lebanon
1991-1992	Lebanese American University Completed all Business pre-requisite courses for the MBA. These include all Major courses for BS Management.	Lebanon
1986-1990	Lebanese American University BS Political Science & International Affairs	Lebanon

Languages

Arabic	Fluent
English	Fluent
French	Very Good
Japanese	Speak only

Personal Information

Nationality	Japanese
Date of birth	August 10 th , 1966
Marital Status	Married
Children	3
Mobile	+971 50 887 4007
E-mail	mrsani@eim.ae