HASSAN HANNOUF *MBA*

Al Majara 2, Dubai Marina, PO box 113222, UAE
Email: hassanhannouf@hotmail.com
Mobile: +971 552348889

PERSONAL DETAILS

Nationality:	Canadian
Birthplace:	Montreal, Canada
Languages:	Fluent in English, French & Arabic

PROFILE

Performance driven and committed professional seeking a new challenge utilizing my international academic and professional experience. Eager to exercise my knowledge in financial markets and skills in leadership, sales and relationship building to expand client base and increase market share.

- 12 years of international financial experience across Montreal, London, Dubai & Abu Dhabi
- Established extensive client base and global relationships dealing with top tier decision makers in financial institutions, banks, NBFIs, family offices, SWFs, HNIs and corporates
- Very strong local market coverage focused on the UAE, GCC, Levant, North Africa and Turkey
- Diverse experience across capital markets products, treasury, FX options, MM, IRS, fixed-income, equities, e-Commerce, risk management with an expertise in consultative sales and business development
- Dynamic strategic thinker with a significant track record of leading and building business growth
- Highly motivated with excellent communication, presentation, interpersonal, negotiating and influencing skills

PROFESSIONAL EXPERIENCE

2015- Pres. **Dominion Funds (DIFC),** *Dubai, UAE*
Regional Head and Principal Representative

- Established and managing a regional presence with a representative office in the DIFC for Dominion Funds which is head quartered in Guernsey with existing offices in London and Switzerland
- Responsible of overseeing all aspects of the business locally with regulators (DFSA/DIFC), lawyers, compliance and build a team of investment professionals. Negotiate term of business with partners and grow AUM of USD 450mio
- Operate a business to business module by marketing and distributing the funds through Institutional clients such as IFA's, Asset Managers, Banks, Private Banks, life companies, Platforms and family offices
- Organize seminars and present in depth analysis of the funds and their composition to RM's and clients

2014-2015 **First Gulf Bank,** *Abu Dhabi, UAE*
Senior Manager – (Head of PCG Sales) Treasury & Global Mark

- In charge of high value client relationships named ''Preferred Client Group'' for Treasury and Global Markets
- Portfolio comprises of MENA Institutional, Corporates/GRE's and HNI/VVIP's with a P&L of AED 58mio a year
- Lead sales component and growth in FX flow and cross asset derivatives activity working closely with structuring/trading to deliver best pricing, profitability and ensure product complexities are understood by clients
- Focus to grow profitability by selling banks FX vanilla/exotic options, TRF's and IRS as hedging solutions to clients
- Consultative cross asset sales: FX, FX Options, derivatives, IRS/PRS, bonds, equities and investment solutions
- Closed large and complex transactions with clients bringing record revenues to the bank
- Examine and resolve credit, market, hedging scenarios and operational risk aspects of each transaction
- Understand client's business and find appropriate solutions to hedge their FX, interest rate exposure manage cash flows and present investment ideas suitable to client's risk appetite
- Initiate and negotiate ISDAs, CSAs, KYC, AML with, RMs, credit, risk, legal, management and the clients
- Proactively engage with internal and external stakeholders to raise the bank's profile
- Lead account planning sessions with RMs and strategize on growth opportunities within client segment

2013-
2014

University of Leicester *(Leicester, UK)*
MBA (Full time)

2011-
2013

Abu Dhabi Source Securities, *Abu Dhabi, UAE*
SVP – (Head of Financial Institutions Sales MENA)

- Headed, developed and promoted newly created financial institutions desk for MENA
- Led the strategy, prioritization and planning for design and sales of the treasury platform
- Instrumental in setting up the financial institutions desk, playing a leadership role in coordinating with banks
- Portfolio comprised of financial institutions in MENA with SWFs, over 100 banks and 250 corporates
- Territory covered: UAE, KSA, Qatar, Oman, Bahrain, Kuwait, Lebanon, Jordan, Turkey, North Africa
- Product focus: broker with partner tier 1 banks, FX, structured products, IRS, fixed income and corporate finance
- Optimized and negotiated with top tier banks and vendors: prime brokerage, liquidity, ISDA's, CSA's, KYC's
- Played a key role in developing the company image among communities of interest while advancing strategic initiatives and advising senior management of current activities
- Coached and mentored staff on client facing activities, market knowledge and capital market products
- Coordinated key initiatives with different departments on products, systems, credit facilities, risk & legal
- Analyzed all business metrics (monitored client volumes, spreads, trade life cycle and frequency)
- Networked and engaged stakeholders internally and externally in order to solicit feedback, gain market intelligence, benchmark selling techniques, enhance client coverage and maximize growth
- Created a framework of credit risk profiling to have in house credit facility to provide liquidity to our clients without prime brokerage intervention. Influenced introduction of a new trading system
- Proactively organized seminars and participated in conferences/panels/events
- Successfully on-boarded largest trading clients by volume exceeding +$500m daily

2008-
2011

HSBC - Global Markets *(London, UK & Dubai, UAE)*
Associate Director – (Head of e-FX/Treasury Sales MENA)

- Headed the electronic FX & MM trading offering to all financial institutions and corporate clients across the MENA region. Part of HSBC's Global Markets/Treasury team HQ in London/Dubai
- Led and supervised the platform's development, deployment, sales and strategy to increase the bank's footprint and wallet share in the region. Managed a team of 9 people regionally.
- Directed daily operations of monitoring counterparty credit limits, risk, pricing, trading desk systems, liquidity on vendors' channels and business development including regional treasury hubs
- Portfolio comprised bank's strategic clients in MENA: Financial institutions/banks (FIG), NBFIs, SWFs and corporates (CMB, CIB, BBU, PCM)
- Territory covered: UAE, KSA, Qatar, Oman, Bahrain, Kuwait, Lebanon, Jordan, Turkey, North Africa
- Promoted HSBC as go to bank for FX vanilla, FX options, derivatives, MM and e-Treasury trading solutions
- Grew eFX volumes 16-fold during 3-year period
- Delivered increase from under 5% to 30% on Electronic to Voice ratio for total FX traded >80bn
- Increased market share in the region from 0.2% to 14% (Euromoney FX poll 2010)
- Successfully on-boarded over 300 clients including Banks, Corporates (CMB), NBFIs and HSS
- Coached RMs/staff on our treasury products and e-FX platform. Provided timely progress report to management
- Prepared presentations, pitch books and marketing material to promote our product offering
- Ambassador to the bank's treasury by organizing/attending numerous client events across MENA
- Coordinated many projects to expand our client base and product coverage. Launched HSBC's eFX for corporate clients regionally in Qatar, Oman, Bahrain, Kuwait, Jordan, Lebanon, Egypt
- Developed the first 'Sharia compliant' FX trading platform for Islamic banks
- Chosen by heads of treasury to conduct in-house seminars
- Built lively cross functional/geography cooperative relationships by engaging all internal/external stakeholders (e.g. Business partners, clients, departments, research, desks, treasuries across the group, marketing, credit, transaction banking, legal, regulators/auditors)

2004-2008 **BCA Research (Euromoney),** *(Montreal, Canada & London, UK)*
Business Development Manager – Institutional Sales
(EMEA, Latin America & Asia)

- Managed the business development of a wide territory (EMEA, Latin America & Asia) with over 400 clients and prospects with excess of US$ 10 million in annual revenue
- Advised and sold global macro research to board level senior executives of the world's largest Financial Institutions, Investment Banks, SWFs & Pension/ Mutual Fund Companies on their custom research needs
- Prospected, developed and maintained relationships and client accounts through face-to-face meetings, presentations and teleconferences on a global scale
- Presented in depth analysis covering all asset classes (Foreign-Exchange, Equity, Fixed-Income & Commodities)
- Grew book of business to new records of $3.5mio in Latin America and Middle East
- Surpassed all targets often doubling or tripling monthly sales forecast
- Highest renewal rates of 95% out of all account managers and territories
- Promoted three times within 4-years due to outstanding performance and results

EDUCATION

2012-2014 **University of Leicester** (*Leicester, UK*)
MBA

2000-2004 **Concordia University** *(Montreal, Canada)*
BCOM Finance

CERTIFICATION

2013-2013 **ACI the Financial Markets Association** *(Paris, France)*
ACI Dealing Certificate

2008-2012 **HSBC Global Markets -** *Acumen Certificates*
Negotiating skills, Presentation skills, AML, Treasury, Compliance & Risk

ADDITIONAL INFORMATION

- Proficient in MS suite of tools, Salesforce management tools, credit operation systems: FOS/BOS
- Bloomberg terminal, Reuters dealing, Electronic Trading/FX Platforms, Admin system RET
- *Hobbies*: Ice hockey, tennis, squash, financial markets and history

References available upon request