



Sara Ahmadi

Residence of UAE & UK (15 Britten Close Elstree, WD6 3HT)

[Sarah.psyh@hotmail.com](mailto:Sarah.psyh@hotmail.com) Tel: UAE 971509690591, UK +447375916596

---

## Director of Operation

---

**Headline:** *Experienced Director of Operations demonstrating qualifications and proven capability in financial firm with over 20 years' experience.*

**Skills:** *Extensive Experience in Financial Market analyses, Marketing and Sales Strategies, Organizational Management, Organizational Development and Technical Infrastructure Developments.*

---

## Professional Experience

---

**Director of Operation      CJC Market Global – Australia- U.A.E      May 2020 – May 2023**

- Establishes quantitative and qualitative metrics, guidelines, and standards by which the company's efficiency and effectiveness can be evaluated; identifies opportunities for improvement.
- Reviews, analyses, and evaluates business procedures.
- Plans, directs, controls, implements, evaluates, monitors, and forecasts Sales and Marketing team to achieve financial objectives and targets.
- Communicates and explains new directives, policies, or procedures to managers; for major changes, meets with entire operations staff to explain changes, answer questions, and maintain morale.
- Improves customer service and satisfaction through policy and procedural changes.
- Projects a positive image of the organization to employees, customers, industry, and community.

**Director of Operation      Capital Market Solutions Dubai- U.A.E      Nov 2017 – May 2020**

- Management of Sales and Marketing, Customer support and IT operation Departments.
- Responsible for handling margin & trading related queries.
- Managing the market risk associated with the day-to-day operation of the business.
- Cost Control and Cost Saving initiatives.
- Review daily and monthly P&L reports and act accordingly.
- Third party Vendor management and Commercial Negotiations.
- Develop business strategies and goals base on company's plans and targets.
- Deal directly with VIP Clients on daily basis.
- Developing and structuring new products.
- Active involvement in new initiatives and projects expanding product offering within the Retails and Institutional business.

**Head of Operation      Fortress Group Dubai- UAE      January 2013- August 2017**

- Assess existing and future products and launching new products and services.
- Dealing with vendors and reviewing their agreements before closing any deals.



Sara Ahmadi

Residence of UAE & UK (15 Britten Close Elstree, WD6 3HT)

[Sarah.psyh@hotmail.com](mailto:Sarah.psyh@hotmail.com) Tel: UAE 971509690591, UK +447375916596

- Involve in systems integration including but not limited to creating accounts, creating symbols, manipulating prices, setting up the dealing desk, setting up FIX APIs connection, Omnibus account, MAM account and.... etc.
- Managing and supporting trading and operational systems: MT4, MT5 and Currenex.
- Work closely with Front/Middle/Back office and sales on implementing new system functionalities, enhancements, processes implementations
- CRM integration
- Tracking activities and monitoring project budgets.
- Monitor trading activities, market movements, and risk positions for designated asset classes / institutional FX trading desks.
- Daily interaction with clients on trading inquiries.

**Operation Manager OTISFX Group Dominica -U.A. E**

**May 2010–Dec 2012**

- Monitor all company's activities and Liaison between internal departments such as Accounting department, support department, Treasury, Trade Desk, R &D and marketing.
- Maintain relationships with other vendors including Banks, Liquidity providers, Bridge providers, Website developers and Metaquote.
- Monitor all back office set up including hosts, servers, bridges, feeds, client's book ...etc.
- Develop company policies and internal structure plan.
- Monitor all client's statements and transaction and resolve disputes in executing trades, placing orders, and securing deals with clients.
- Maintain relationships with high net worth clients, identified cross and up selling opportunities and made the appropriate recommendations to clients based on their needs.
- Provide education to prospective clients, representing the information they need to know to make informed decisions about FX currency trading.
- Implement new policies and revise processes as needed to improve operational inefficiencies.

**Business Development Manager OTISFX Group Dominica-U.A. E Jan 2009-May 2010**

- Ensure all staff has understood their responsibility.
- Managing and directing sales department.
- Ensure all staff has received enough education on new products and communication with clients.
- Find and qualify leads.
- Conduct initial follow-ups on sales prospects and sales employees.
- Provide status reports to management on overall sales and activities.
- Set up and coordinate client meetings and conferences.
- Update all sales activity in company CRM on timely basis.
- Map out potential customers & competitors.

**Relationship Manager\_\_Spread International DMCC Dubai – UAE April 2005- Dec 2007**

- Organize and implement effective client services processes and policies through evaluation and analysis of existing procedures to ensure quality, timely and efficient design of publications and customer-oriented services.
- Managed the needs/requirements of high revenue investment accounts through extensive follow-up procedures.
- Training and monitoring a team of 4 staff in the client services department.



Sara Ahmadi

Residence of UAE & UK (15 Britten Close Elstree, WD6 3HT)

[Sarah.psyh@hotmail.com](mailto:Sarah.psyh@hotmail.com) Tel: UAE 971509690591, UK +447375916596

- Paying close attention to competitor activities, ensuring consistent levels of proactive customer service.
- Responsible for the procedures of opening new accounts, All KYC procedures
- Ensure acquiescence with compliance standards and regulatory requirements.
- Make sure that new opened account documents processes meet the requirements of UAE regulatory.
- Being responsible for both in-house and off-site Client visit presentations.
- Developing new opportunities within the existing client base and from prospective leads.

#### **Assistant Manager HSBC BANK, Dubai-U.A. E 2002-2004**

- Deal with all customers complains and enquiries.
- Compile, Organize and manage documents and files.
- Ensure effective & accurate maintenance of database.
- Manage and process different levels of client enquiries. Including: debit cards, checkbook, credit cards and mortgage.
- Report all inquiries and client's banking issues to the relationship manager and follow-up their financial progress
- Provide teller transaction efficiency and quality to customers.
- Provide help to customers with the questions of fund availability.
- Make sure about the regular requirement of Bank such as Bank Secretary Act and Anti-Money Laundering.
- Provide education to customers about Bank products.
- Review & report all HSBC's financial reports to The Central bank of UAE.

---

### **Trainings**

---

#### **CITI Group-CITI Bank (Customer Service and Quality) Feb2008- May2008**

Communication skills, Customers problem solving, customer service technical knowledge & Analytical approach, Multitasking skills, stress management.

---

### **Education**

---

**Middlesex University, MSc. Applied Business Psychology** 2012-2014

**Middlesex University, BSc. Hons Psychology & Human resource Management** 2007-2010

---

### **Software**

---

Sales and CRM: Sales Force, SPSS, KPI.

Financial Software: MT4/MT5 Servers, Currenex, Xcore (Prime XM) , One Zero HUB, Trading Station, E-Signal.