

# ASAD RABBANI



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Ursvik, Sundbyberg, Sweden

## SALES MANAGER | STORE MANAGER | OPERATIONS SPECIALIST | TRAINER

**SNAPSHOT:** In my twenty years of experience in retail, I have been an effective team manager, achieved exceptional sales, restructured retail operations, and trained and inspired teams to achieve their goals. Thanks to my fifteen years of experience working in retail operations alongside teams, I am well-equipped to teach them the ropes. In addition, I have worked in retail HR for five years, during which time I provided front-end support using the right strategy and enhanced employee engagement initiatives. My efforts have paid off; the organization now has a learning culture that promotes personal growth and professional advancement.

### FUNCTIONAL SKILLS

Customer Service  
Financial Acumen

Creative Thinking  
Problem-Solving

Coaching  
Adaptability

### TECHNICAL SKILLS

Inventory Management  
Data Analytics

POS Systems  
Commercial Awareness

Compliance & Safety  
Customer Relationship

### PROFESSIONAL EXPERIENCE

#### Al Boom Marine LLC (Oakley, Ripcurl, Tommy Bahama, Seafolly etc) Assistant Manager L&D (Dubai, UAE)

(Feb '22 – Dec '24)

- Developed and implemented comprehensive training programs for retail staff, focusing on product knowledge, customer service, and sales techniques.
- Designed and facilitated multiple leadership development programs, enhancing managerial skills and fostering a culture of continuous improvement.
- Implemented and managed the Learning Management System (LMS), ensuring all training materials were up-to-date and accessible to employees.
- Conducted needs assessments and created customized training solutions to address specific organizational challenges.
- Collaborated with cross-functional teams to align training initiatives with business objectives and strategic goals.
- Designed and implemented a comprehensive 30/60/90-day induction plan for new joiners, ensuring a smooth onboarding experience and accelerated integration into the company.
- Managed the performance management process end-to-end, including planning, monitoring, reviews, and development.
- Designed and implemented a comprehensive incentive plan that aligned individual sales team goals with overall store achievements, fostering teamwork and collaboration to meet both individual and collective targets.
- Handled four territories (**UAE, KSA, Oman, and Bahrain**), coordinating and overseeing all L&D activities to ensure consistent and high-quality training delivery.

#### Landmark Group (SHOEMART) Senior L&D Specialist (Dubai, UAE)

(Oct '19 – Feb '22)

- Managed end-to-end activities for the Learning Management System, ensuring smooth operation and accessibility of training materials for employees across multiple territories.
- Handled five territories (**UAE, Kuwait, Qatar, Oman, and Bahrain**), coordinating and overseeing all L&D activities to ensure consistent and high-quality training delivery.
- Managed the creation and assignment of product knowledge e-learning content to ensure retail teams are well-informed and up-to-date.
- Created and managed new joiner induction programs for five territories, ensuring a smooth onboarding experience and accelerated integration into the company.

- Supported the L&D Manager in delivering various corporate training programs, ensuring office teams are well-trained and equipped with the latest technologies to improve efficiency.
- Conducted regular visits and mystery shopping at retail locations to assess service standards, formalizing plans to improve highlighted areas.
- Reviewed existing training programs and recommended improvements to align with business objectives and industry best practices.

**Landmark Group (SHOEMART)**  
**Senior Store Manager (Dubai, UAE)**

**(Nov '16 – Sep '19)**

- Managed the Flagship Store of SHOEMART GCC, overseeing daily operations and ensuring the highest standards of customer service and store performance.
- Drove sales and maximized margins by implementing effective commercial strategies that improved business performance, even in challenging times.
- Regularly monitored staff and store performance, devising plans to enhance team performance and motivation to achieve sales goals.
- Analyzed various backend reports to strategize on commercial and Visual Merchandising (VM) aspects of the store, ensuring optimal product display and customer engagement.
- Provided exceptional customer service, building and maintaining strong relationships with customers to enhance loyalty and repeat business.
- Demonstrated full command of various retail software tools, enhancing operational efficiency and accuracy.
- Collaborated with Buyers and Merchandisers to ensure the right products and quantities were always available in the store, meeting sales targets and customer expectations.

**Versace Collection, Abu Dhabi UAE**  
**Store Manager (Tomford, Paul & Shark, Zegna, Armani, Lanvin)**

**(Sep '12– Oct '16)**

**Foot Locker, Bond Street, London, United Kingdom**  
**Store Manager**

**(Mar '08 – Aug '11)**

**Billionaire Italian Couture, Harrods, London, United Kingdom**  
**Assistant Store Manager**

**(Dec '06 – Feb '08)**

**JD Sports, Oxford Street, London, United Kingdom**  
**Assistant Store Manager**

**(Jan '05 – Nov '06)**

**CREDENTIALS**

- Chartered Institute of Personnel and Development (CIPD Level 5) in Learning & Development **Currently Pursuing**
- Bachelor of Arts

**LANGUAGES**

- English – Fluent – Written & Spoken
- Swedish – Beginner – Learning Currently