

 Saif Ahmed Bhuiyan

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## Profile

Dynamic and results-driven professional with 14+ years of experience in Sales, PR, and Account Management, complemented by 6+ years leading content and projects for a top cybersecurity event in the Nordics. Adept at market research, agenda creation, high-level stakeholder engagement, and sales strategy. Strong interpersonal and leadership skills with a proven track record of success across multiple industries.

## Experience

Annual Next & Nordic IT Security Events [www.nextitsecurity.com](http://www.nextitsecurity.com), (techbook ab), Stockholm, Sweden

Head of content Jun2020- present

Senior Commercial Manager Oct 2019- Jun 2020

Commercial manager, Nov 2017- Oct 2019

- Research market trends and develop high-impact event agendas with top global speakers.
- Drive sales strategy by engaging in prospecting, negotiations, and deal closures.
- Collaborate with operations and marketing teams to optimise event success.
- Event Host.

**Key Achievement:** Pioneered a hybrid event model during COVID-19, leading to a **65% revenue increase in four years**.

**Sales consultant, Dream Broker AB, Stockholm, May 2017- August 2017**

Led business development efforts, prospecting, and closing deals with potential clients.

**Customer service officer, Stobar partners AB, Stockholm, August 2016- May 2017**

**Sales executive, Marcus Evans, Stockholm, November 2016- may 2016**

## Education

**London School of Business and Finance, UK**

Graduate Diploma in Business Administration & ACCA

## Skills

- Excellent Communication & Interpersonal Skills
- Leadership & Team Management
- Market Research & Sales Strategy
- Event Planning & Execution
- Proficient in Microsoft Office & Google Docs

## Languages

- **English** (Native) | **Bangla** (Fluent) | **Swedish, Urdu, Hindi** (Basic)

## Hobbies

Traveling | Driving | Cooking | Family Time

**References available upon request**